

HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

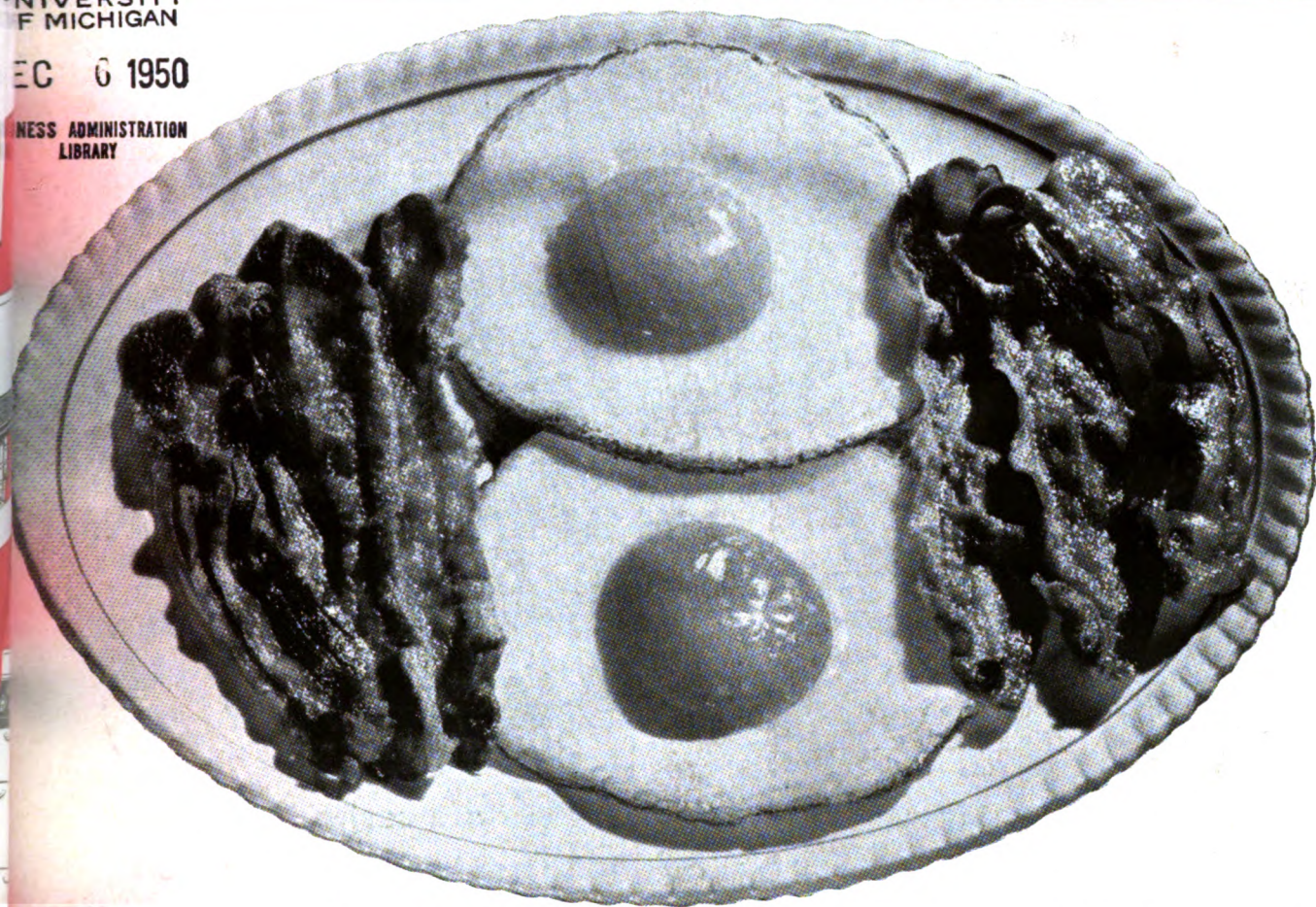
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November 30, 1950

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DEC 6 1950

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The All-American Breakfast!

Who likes good bacon—and good ham! That's why 9 out of 10 farmers using a scientifically blended meat cure use the MORTON WAY. It's a nationwide favorite.

Some meat curing will be big business this season — cash in on these extra sales! Use Morton's meat curing products. Then you'll have a complete line of butchering supplies for your customers.

Morton's Sugar-Cure and Tender-Quick make it easy to cure delicious meat for meal after meal of good eating. Morton's Sausage

Seasoning takes the guesswork out of sausage making . . . seasons sausage perfectly.

Order from your jobber or any wholesale grocer. Ask for Morton's Tender-Quick, Sugar-Cure and Sausage Seasoning and also for a carton of meat pumps. Display them with your butchering tools and equipment. You'll see how popular . . . and how profitable the MORTON WAY is!

Write us for a large four-color poster for your window.



MORTON SALT CO., Chicago 3, Illinois

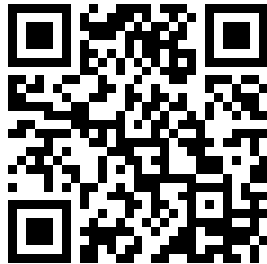
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No. 65 Wooster Nylon
Sampler holds 28 assorted
Wooster Foss - Set Nylon
Brushes.



stock!
display!
sell!

WOOSTER NYLON PAINT BRUSHES

CONSUMERS ARE BUYING WOOSTER
FOSS-SET NYLON BRUSHES BECAUSE:

- ▶ They have smart appearance
- ▶ They paint smoothly
- ▶ They last longer
- ▶ They are easier to clean
- ▶ The nylon won't break off

**This consumer-acceptance means more
profitable brush business for you!**

FREE

**DISPLAY MATERIAL
AVAILABLE**

Ask your Wooster Jobber for these
free colorful sales tools . . . Pro-
motes profitable related-items sales.

812
No. 812 "Easyflo"
Nylon Wall Brush
Vender holds 9 as-
sorted Wooster
"Easyflo" Nylon
Brushes.

802
No. 802 "Softip" Nylon
Varnish Brush Vender
holds 10 assorted Wooster
"Softip" Nylon Varnish
Brushes.

WOOSTER BRUSHES

FOSS-SET
GUARANTEED
USE IN ANYTHING

THE WOOSTER BRUSH COMPANY • WOOSTER • OHIO
BRUSH MANUFACTURERS SINCE 1851

WOOSTER
FOSS-SET
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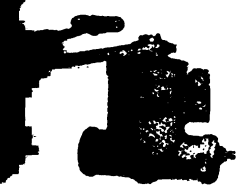
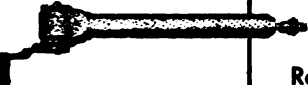
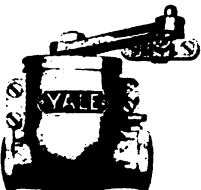


IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH

HOW TO CLOSE MORE DOOR CLOSER SALES!

You'll make more with YALE Door Closers, because there's a model for every type of door... sure to satisfy every customer's need.

The chart below is an aid to better service. It helps you recommend the best Door Closer for the purpose. Examine it, and you'll see why YALE makes the door closer sale.

YALE Door Closer	Features	Preferred Installation	Maximum width of Door			
			Interior	Exterior & Vestibule Open out	Open in	Closer size
 COMPACT MODEL	Attractive, compact appearance (no bulk or bulge) Matching stream-lined brackets Reversible Leakproof Powerful Quiet Long-lasting Easy to install and maintain	Closer on door-hinge side	residential	screen	—	92
			2' 8"	storm	—	92
			3' 0"	2' 6"	2' 3"	93
			3' 6"	3' 0"	2' 9"	94
			4' 0"	3' 6"	3' 3"	95
 STANDARD MODEL	Powerful Quiet Long-lasting Easiest to install— —for doors of either hand with- out change Easy to maintain	Closer on door-hinge side	residential	screen	—	71
			2' 8"	storm	—	72
			3' 0"	2' 6"	2' 3"	73
			3' 6"	3' 0"	2' 9"	74
			4' 0"	3' 6"	3' 3"	75
			5' 0"	4' 0"	3' 9"	76
 506 AIRLINER	Good-looking Pneumatic type Easy to install on doors of either hand, inside or outside Requires only 2" between doors Easy to adjust Adjustable spring completely concealed against dirt and rust	No preference—recommended for screen doors	(On combination doors, use stop to prevent opening beyond 90°)			
 570 SCREEN DOOR CLOSER	Similar to Standard Model Easy to install and adjust No reversing Full-size template spots screw holes quickly	Closer on door-hinge side—recommended for screen and combination doors, light interior doors of residences. Use 1570 for between doors application.	(On combination doors, use stop to prevent opening beyond 90°)			

TRADE **YALE** MARK

The name Yale helps make the sale

THE YALE & TOWNE MANUFACTURING COMPANY

STAMFORD, CONN., U. S. A.

WHAT'S A MODEL FILE STOCK FOR HARDWARE STORES?

IT DEPENDS on your location. Jones' Hardware, located in the heart of a timber and pulpwood region, features saw files. Jones builds himself a reputation in that field and gets 'way ahead of his rivals on turnover. Smith, located in a farming community, keeps well supplied with fast-selling general-repair and sharpening files. Brown, in a mid-city location, broadens his line to meet all comers—carries novelty and "occasional" types as well as the regular quick sellers—through having complete stocks becomes known as "file headquarters"—cashes in on big volume.

It's worth while making a study of the file market in your particular community . . . and then getting behind it with the right stocks and a sound selling program. Because files, by their nature, require replacement more frequently than any other widely used type of hand tool, turnover is more rapid; your yearly profit margin is greater. Have you thought of these things?

Your wholesaler can give you good advice on the right file setup for your trading area. The profusely illustrated 48-page Nicholson book, "File Philosophy," will help, too. Send for it—FREE!



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SUBSCRIPTION PRICES: United States and its possessions \$1.00 per year. Canada: \$3.00 per year. All other countries \$5.00 per year. Single Copies 25 cents.

HARDWARE AGE was established 1855, succeeding and embodying "Hardware," New York; "Stoves and Hardware Reporter," St. Louis; "Western Hardware Journal," Omaha; "Iron Age Hardware," New York; "Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York; "Good Hardware," New York, and "Your Business," Philadelphia.

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PUBLISHED EVERY OTHER THURSDAY

Established 1855

Vol. 166, No. 11, November 30, 1950

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Net Paid Circulation This Issue, 35,065

ONE OF THE PUBLICATIONS

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Executive Office
Chestnut and 56th Sts.
Philadelphia 39, Pa., U. S. A.
Phone: GRanite 4-5600

Editorial and Advertising Offices
100 E. 42nd St.
New York 17, U. S. A.
Phone MUrray Hill 5-8600

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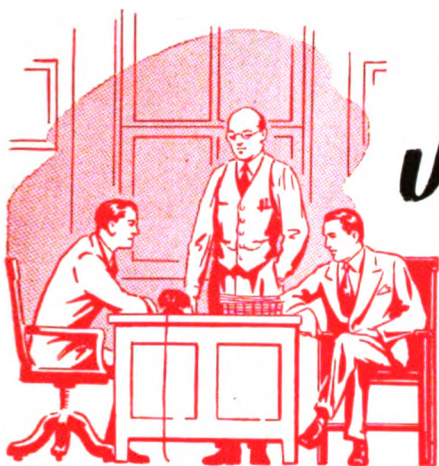
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with

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HOME-UTILITY
TOOLS

HOME-UTILITY Division, THE BLACK & DECKER Mfg. Co.
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**Call your HOME-UTILITY Distributor today for your Christmas stock
of these powerful HOME-UTILITY Electric Tools!**



Just Among Ourselves

Informal Editorial Comments

Winter Is Here. Can Spring Be Far Behind?

Despite credit restrictions, higher taxes and the current slackening in retail sales, it is still the general opinion that Christmas sales volume this year will set a new record.

A straw in the wind is the fact that Christmas Club payments this year will reach a new high of \$920,000,000. Each of the 10,878,000 club members will receive an average of \$84.57.

But this money, or any other money, is not going to walk into your store of its own volition. Every retailer in the nation will be out gunning for a share of it. You've got to go after it, if you want your share.

By now you should have your Christmas merchandising plans completed. Your merchandise should be pretty well in hand. Your advertising plans should be laid out. Plans and material for window and interior decorations should be at hand. The location of the wrapping counter should be set. Techniques for stressing the gift angles for your sales should be set and ready for use.

Not only should your Christmas merchandising plans be well organized by this time, but in your spare moments you should be thinking about your spring merchandise needs.

Now, more than ever, it's important that you anticipate your spring needs early. Get your orders in now, for later delivery, on lawn mowers, garden supplies, paints, etc. Where your cash position will permit it, accept delivery of of fast moving lines as early as possible.

Don't load up on just any old merchandise. Be selective and take only the good, fast moving lines if you want to avoid possible headaches later.

Drive for Tax Equality Needs a Final Effort

Never in the long history of the fight for tax equality—to force the taxing of the giant untaxed co-ops—have the prospects for success been so strong.

And never has it been so urgent that every member of the hardware trade make a little effort to push this drive over the top.

The radio and newspaper projects of the National Tax Equality League, under the skillful guidance of Seth Marshall, are focusing new attention on this injustice. Many people who never before were aware of this inequality are telling their Congressmen of the need to correct it. These efforts, coupled with the Administration's desperate need for additional funds for the rearming program lends real substance to the belief that the tax advantages of the co-ops and other mutual organizations may be ended next year.

But the co-ops are not standing by idly. They are stepping up their efforts and can be depended upon to do everything possible to prevent the enactment of corrective legislation.

Hardware Age has been active in this battle for tax equality for some 14 or 15 years. We have always felt that this tax inequality represents unwarranted discrimination and thus is contrary to our American way of life. It would, if unchecked, succeed in destroying the thousands of small businesses which have made America the great nation it is.

Some dealers in the past have felt that the fight to tax the co-ops didn't really affect them. But certainly today, when one looks at the way the long tentacles of the giant co-ops are slowly moving into every corner of the country, and in manufacturing and wholesale and retail distributing phases, he must realize that it affects everybody, in both small town and large city.

If you are asked to help put your shoulder to the wheel to push this effort to success, look upon your effort as an investment in the future . . . your future and the future of all independent businesses.

Aluminum Cutback Order Needs More Explanation

Like all Americans we know that some sacrifices of usual civilian standards is necessary these days if we are to carry a heavy rearming program with out completely disrupting our economy.

Yet sometimes we find ourselves very much confused over some NPA actions and just a little

suspicious that political considerations are entering into some of the civilian cutbacks being announced.

The abrupt, drastic cutback in civilian aluminum use, for example, has us completely bewildered.

First, we turn down a substantial tonnage of aluminum from Canada; second, we hedge and delay reopening idle aluminum plants in this country; third, the order is issued without consultation with an industry advisory group (in fact such a committee has not been appointed despite the asserted urgency of the aluminum situation); and fourth, there has been no indication that defense projects have yet suffered from lack of aluminum to the extent to justify a 35 pct cutback.

Why didn't we buy the Canadian aluminum and stockpile it? If aluminum is so short, certainly the experts must have known it for a long time; why did it take so long to get around to reopening our own idle plants? If the aluminum situation is so desperate, why didn't NPA appoint an official advisory committee on which users of aluminum would sit? Why didn't NPA start with a small cutback and then increase it as needs were proved?

Could it be that this hasty cutback is really another of the psychological shock treatments that are such a favorite with the present Administration to cover other weaknesses?

Certainly the present alternative in which the Canadian aluminum will probably go to another nation where it will most likely be used for civilian products, while we must face black markets and severely dislocated retail and manufacturing operations, is not conducive to faith in NPA.

Retailers, wholesalers and manufacturers should protest this cutback and demand that they be given answers to these questions.

The American people are willing to make sacrifices, but these sacrifices should be proved necessary, not arbitrary.

Wartime Control Agencies Need Experienced Men

Ask the head of any defense agency in Washington today what is his chief problem in setting up an efficient organization for administering the new defense production controls and he will tell you that it is the problem of obtaining capable, experienced men from industry to accept administrative posts with these agencies.

Whenever they ask business to supply capable men for staffing the defense agencies, every man in every business organization suddenly becomes indispensable.

This lack of co-operation forces Washington agencies to fall back on whatever personnel is available and thus they end up with third rate men who have absolutely no knowledge of the industry they must work with.

During the last war, business leveled many criticisms at the lack of capable personnel in the wartime agencies. They have an opportunity this time of helping to avoid that situation.

The lack of a clear cut policy by the Administration concerning the use of dollar-a-year men is complicating the picture, but it is nevertheless urgent that the hardware trade give thought now to

making arrangements to supply the necessary experienced men.

Service in Washington is no picnic under wartime conditions. To many it would represent a real sacrifice. But it is a vitally important service . . . important not only to the nation at large, but also to the welfare of individual industries.

The hardware industry was fortunate in the last war in having some very capable men administering the divisions affecting it. It is essential that this time it also have equally capable men. Not only those in the top positions, but also all down the line.

It would be most desirable for each company in the hardware trade to study now the steps that will be necessary in reorganizing their personnel setup to permit releasing capable men for service in Washington. Then, when your aid is solicited, you'll be in a position to help.

And remember, if you shirk your duty in this matter, you can't expect anybody to pay attention to your criticisms later.



Dealers Push Gift Theme For Christmas Season

Judging by reports from manufacturers, dealers all over the country are going to put real emphasis on selling "gifts" in the coming Christmas season.

Manufacturers who have made available gift packaging for hardware merchandise have been swamped with orders. In some cases this demand has far exceeded the expectations of the manufacturer.

In most cases this special packaging involves standard hardware merchandise—small tools, mail boxes, sporting goods, housewares, etc.—and its use will result in greater volume of sales without inventory headaches.

This special packaging is in most cases a "gift" package, not specifically a Christmas package. In other words while it fits in admirably with the Christmas gift idea, it may also be sold as a gift with equal effectiveness on other occasions with the same wrapping. And since they are steady sellers, there need be no fear of sluggish inventory after the holidays.

The use of gift packaging is important, but in itself is not enough. To enjoy the full possibilities of "gift" sales this Christmas, you must carry the gift theme into the window trim, the interior decorations, and advertising.

This year sell the "gift" theme throughout the store and see your volume rise.

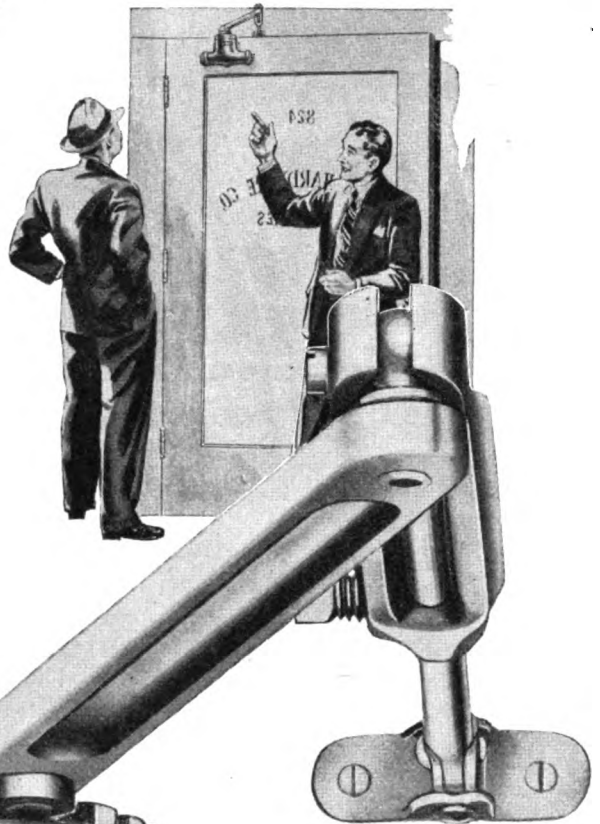
EASY TO STOCK ... EASY TO SELL!

EASY TO STOCK . . . less inventory and less shelf space . . . no duplicate right and left hand stock requirements because the ILCO Universal Door Closer can be mounted on either a right or left hand door without changing the internal mechanism. Labeled for quick identification. With this complete ILCO Universal line you can take care of every type of door closer application.

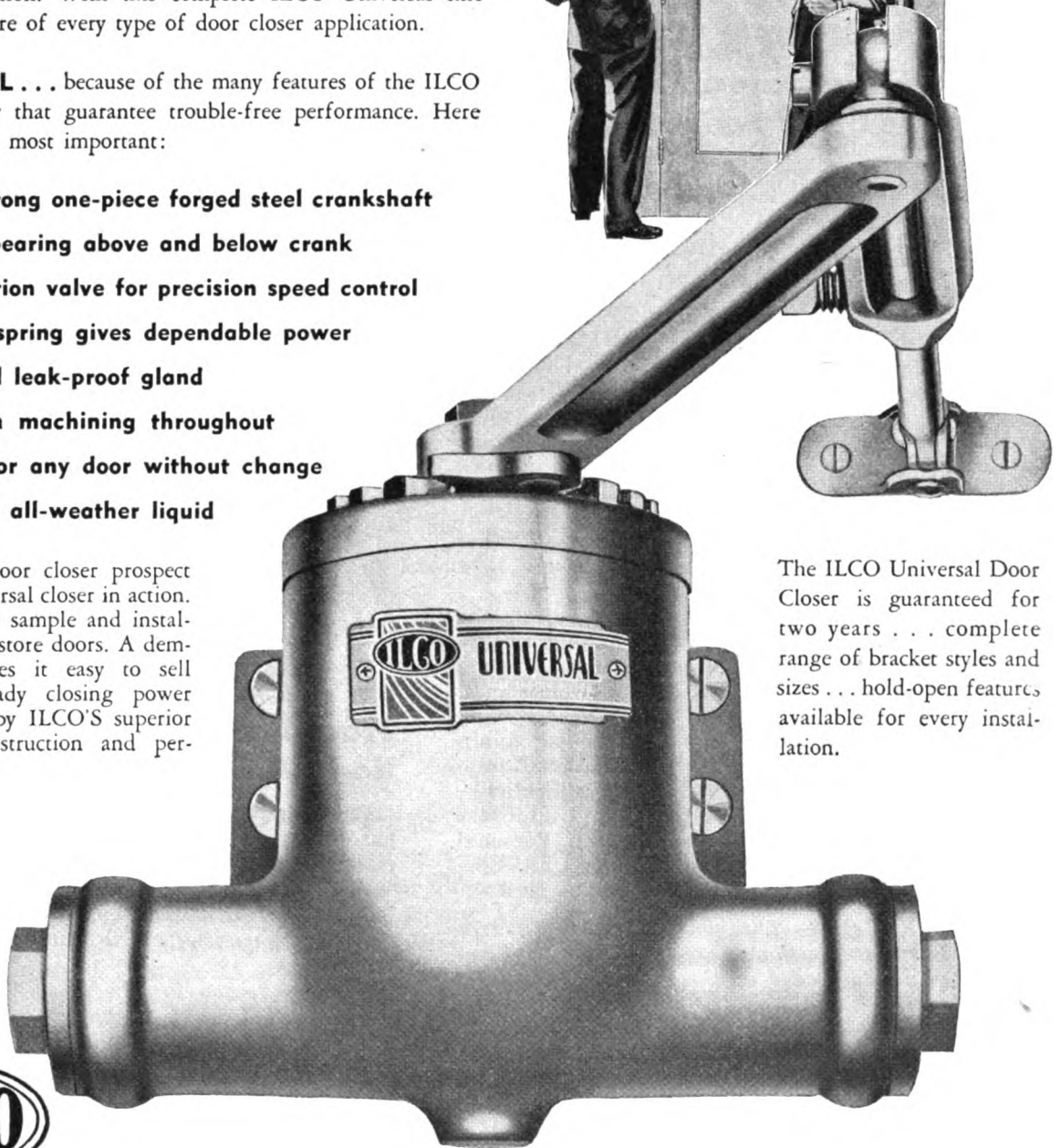
EASY TO SELL . . . because of the many features of the ILCO Universal closer that guarantee trouble-free performance. Here are some of the most important:

1. Extra strong one-piece forged steel crankshaft
2. Ample bearing above and below crank
3. Dual action valve for precision speed control
4. Helical spring gives dependable power
5. Patented leak-proof gland
6. Precision machining throughout
7. Ready for any door without change
8. Climatic all-weather liquid

Show your door closer prospect the ILCO Universal closer in action. Have a cutaway sample and installations on your store doors. A demonstration makes it easy to sell the silent, steady closing power made possible by ILCO'S superior mechanical construction and performance.



The ILCO Universal Door Closer is guaranteed for two years . . . complete range of bracket styles and sizes . . . hold-open features available for every installation.



ILCO UNIVERSAL DOOR CLOSERS

INDEPENDENT LOCK COMPANY • FITCHBURG, MASS.

HARDWARE AGE, NOVEMBER 30, 1950



Washington

NEWS and VIEWS

By Washington Bureau of
HARDWARE AGE

Builders Hardware and Small Tools Section to Be Organized in NPA

The hardware industry's place in the organization of NPA was being set up as this issue went to press. There will be a Builders' Hardware Section in the Building Materials Division and a Hardware Section in the General Product Division.

Lindsay C. Howell, former WPB hardware man, heads up the Hardware Section, which tentatively has been broken down into seven units, temporarily designated as:

Fasteners—bolts, nuts, screws, etc. **Hardware Products**—all hardware products except builders'. **Machinery and Formed Products**—screw machine products, springs, etc. **Stampings and Job Forgings**. **Cutting and Boring Tools**—saws, planer knives, files, rasps, auger bits, etc. **Hand Tools**—all mechanics', farm and lumbering hand tools. **Special and Other Products**—wheelbarrows, anvils, vises, ladders, blow torches, etc.

These divisions, units, and sections will be the key contact points for the hardware industry and will handle allocations, priorities and all other types of production controls affecting these products.

Other organizational units of interest are:

Consumer Equipment Section—Electrical Appliance Unit, Office Machines Unit, Recreation Equipment Unit. **Household and Craftwares Section**—Housewares Unit, Furniture and Fixtures Unit, Glass and Ceramics Unit, Brush Products Unit. **Personal Durables Section**—Jewelry and Notions Unit, Specialties and Firearms Unit, Office Supplies Unit.

OUTLOOK—The chief of the Builders' Hardware Section is expected to be the same man who headed up this section in the WPB during World War II. Well-known throughout the hardware industry, he was going through the process of clearance at press time.

Wholesalers Oppose NPA Inventory Control on Distribution Levels

Although supplies of many hardware items are tightening "progressively," hardware wholesalers are generally against government controls over consumer goods other than credit restrictions. This is

the view presented to NPA Administrator Harrison at a recent conference attended by more than 90 representatives of the wholesale trade.

John H. Mize, head of Blish, Mize & Silliman Hardware Co., Atchison, Kans., speaking for the hardware trade, said that while the overall situation is getting worse, items containing steel, copper, brass and zinc are in particular shortage. He emphasized the trade's belief that there should be no necessity for inventory controls at distributor levels.

Others, including W. G. Pierce, Jr., of Pierce-Phelps Co. of Phila., Pa., reported that wholesale inventories have gone way down since July. In the electrical and appliance field, he said, most inventories are down at least 20 pct while such items as refrigerators are sold as fast as they come in.

OUTLOOK—The importance of wholesaling to the economy is well recognized by the NPA. It is setting up a wholesale trade division to deal with problems in this field and to keep the trade advised as to probable actions affecting it. The new division will be under the direction of Asst. Administrator H. B. McCoy.

Trade Faces Continued Shortages No NPA Relief Seen Until Mid-'51

Producers of metal products bought and sold by the hardware trade will be scrambling for their raw materials at least until mid-1951.

NPA says it will not be ready to set up a Controlled Materials Plan, under which each pound of critical materials is parceled out to manufacturers, until that time.

Primary reason for the delay in instituting this World War II device is the lack of detailed requirements for a long-range military production program.

Meanwhile, NPA will continue to ride along with the single DO priority for military orders and specific allocation programs for essential products such as freight cars.

There will also be further cutbacks in civilian usage of key materials such as have already been ordered for aluminum and rubber. An order limiting use of copper is imminent.

(Continued on page 56)

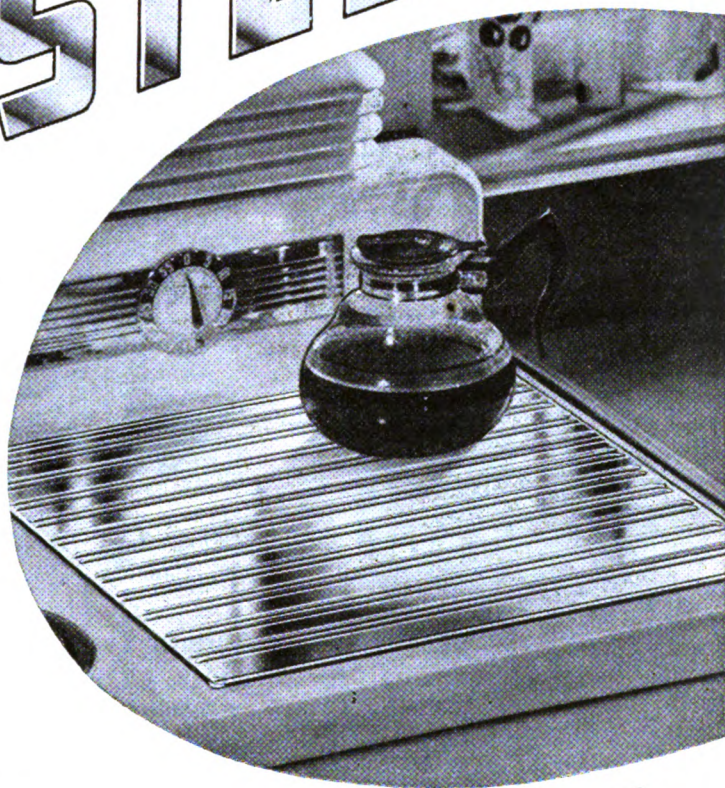
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**The Most Beautiful
The Most Durable**

The Aristocrat of
STOVE MATS

Not just ordinary stainless steel but bright, crystal clear, mirror-like finish stainless steel, gleaming with a sparkling luster that will be lastingly beautiful. Made to our rigid specifications by UNITED STATES STEEL COMPANY, producers of quality steel. Heavy asbestos cushioned back for heat protection, with patent safety ringed Kant-Kut Corners, and all other exclusive Aristo-Mat features. Sizes to fit every range.



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1315 West Congress Street

Chicago 7, Illinois

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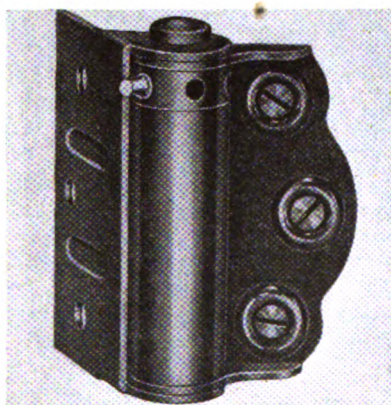
NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

Screen Door Hinges

Stanley new adjustable tension screen door hinges feature a tension spring adjustable to regulate speed of door closing. Spring is enclosed in the barrel of the wrought steel hinge for protection. Hinges are made for half-surface,



No. 2152, or full surface, No. 2154, applications, and are finished in japan or plate finishes. *The Stanley Works*, New Britain, Conn.

Reo Electric Mower

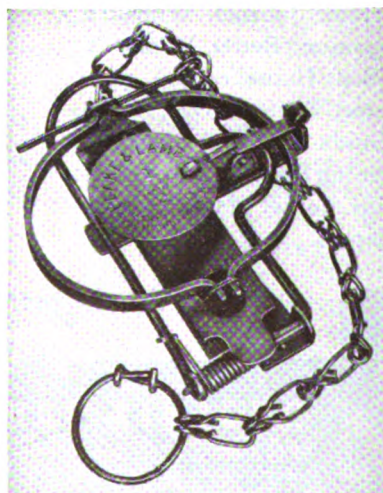
The new Reo Town House electric lawn mower features quiet, easily maneuverable operation. The mower has an 18 in. cutting width, an adjustable tubular steel handle, and an electric motor. A reel type unit, it is equipped with an enclosed V-belt and chain transmission; reel consists of 5 high carbon hardened steel blades, and 5 steel spiders working on a solid steel shaft. Reel bearings are neoprene sealed, permanently lubricated automotive type ball bearings. Town House has 9 in. rubber tired heavy duty wheels. Cutting height is adjust-



able two ways from 1/2 to 2 in. *Reo Motors, Inc., Lawn Mower Division*, Lansing 20, Mich.

Animal Trap

Blake & Lamb No. 1 under spring sure hold animal trap. Trap was designed in response to requests for a guarded trap. Dealer cost, \$5.05 per dozen. *The Hawkins Co.*, South Britain, Conn.



Portable Bench Grinder

Hi-Power portable bench grinder, model 400, features single-phase, 60 cycle, 3500 rpm. motor with dynamically balanced rotor; two adjustable tool rests; built-in on-off toggle switch; die-cast motor housing with integrally cast wheel



guards and base with no-creep rubber feet. Grinder is finished in baked-on Hammerloid enamel and is supplied as standard with two balanced, vitrified grinding wheels, 4 in. diameter by 1/2 in. face, fine and coarse. *Portable Electric Tools, Inc.*, 320 West 83rd St., Chicago 20, Ill.

Dry Cell Batteries

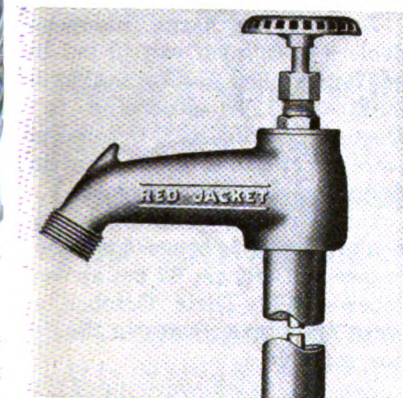
Burgess Giant No. 6 battery is made in two styles, with screw terminals for ignition applications and with spring clips for telephone service. No. S461 Giant 6 volt battery includes four No. 6 cells sealed in a weatherproof Metalclad container with strap handle and insulated terminals. Promotion material available. *Burgess Battery Co.*, Freeport, Ill.

in hardware merchandise . . .

FOR THE HARDWARE DEALER

Frost-Proof Hydrants

Weather Eye frost proof yard and wall hydrants. Yard models equipped with enameled cast iron head with threaded spout for $\frac{5}{8}$ and $\frac{3}{4}$ in. hose connection. Available with either lever or wheel hand control. Stand pipe, available in lengths for 2 to 6 ft., bury is made of galvanized steel pipe. Valve body is brass. Spout is arranged to provide a 26 in. clearance from ground level for filling large containers. Valve design permits all the water in the stand pipe to drain out

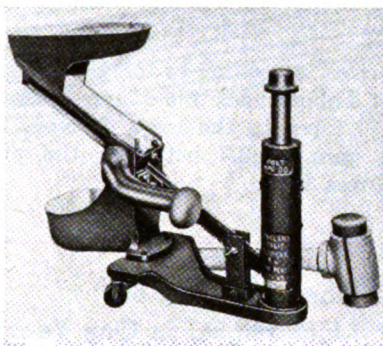


through a deep hole in the valve body when hydrant is shut off. Wall type hydrant is bronze. Available for wall thicknesses up to 12 in. Red Jacket Mfg. Co., Davenport, Iowa.

Automatic Nailer

Magnetic feed, hand-driven automatic nailer accommodates flat head, common nails or brads. Loaded in the hopper, the nails are quickly and automatically delivered in perfect alignment, each mallet

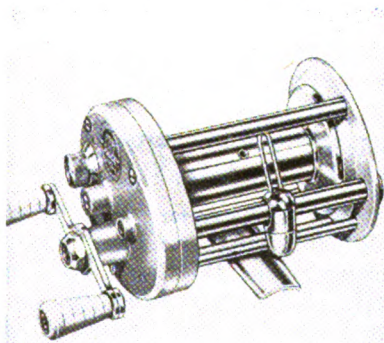
blow driving a nail. Unit has all working parts enclosed. Adjustments switch from flush to set nail-



ing and from common nails to floor brads. Holt Mfg. Co., Oakland, Cal.

Ocean City Reel

Reel No. 1950-W designed for flat braid line fishing on the West Coast, Muskey fishing in the Midwest and light tackle bone fishing in Florida. Line capacity is 150

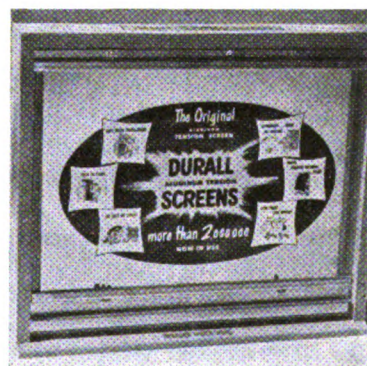


yds., 15 lb. test of 100 yds., 25 lb. test. Sister reels are: No. 1950 with standard width spool, 100 yds., 15 lb. test; and new No. 1950-N
(Continued on page 62)

TO HELP YOU SELL

NEW DISPLAYS AND OTHER DEALER SALES HELPS

New 1951 model Durall aluminum tension screen display, about 20 by 17 in., is made to simulate a window with a wooden frame finished in green. Instructions on how to measure the screen are given on the model. Display card stapled to model is printed in black and yellow. Unit stands by itself. Dealers who return the old model to



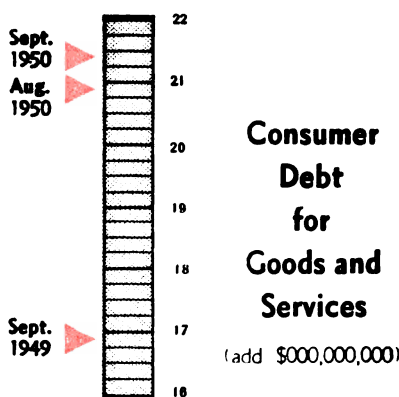
Durall Division, New York Wire Cloth Co., 6th & Ogontz St., York, Pa., receive model without charge, otherwise the cost is \$3.

Bostwick Advance Deals

Bostwick offers special advance booking deals whereby dealers get one free with each 11 purchased on Safe-Lex Aerosol Insect Killer and Moth Proofer. Offers on Safe-Lex and Moth Proofer apply to the large
(Continued on page 72)

How's the

HARDWARE BUSINESS?



Source: Fed. Res. Board

Retail Sales Gain As Christmas Buying Begins; Inventories Still Heavy

Retail business generally showed a modest pick-up by mid-November, which probably marked the beginning of the Christmas buying season which this year is expected to reach new peaks.

A check of sales of large independent hardware stores in 16 major cities, by the Bureau of Census, showed that their October sales held close to September levels. Apparently the drop from the peak summer level had been halted. Both October and September retail hardware sales were substantially above those of a year ago.

Dealers in major appliances and home furnishings were reported to be quite jittery about their inventories which were mounting when sales were reduced sharply because of credit restrictions.

However, it is felt that Christmas buying, if it reaches the expected levels, will do much to correct the present heavy inventory position in those lines.

The effect of curtailed production in a number of consumer lines, which will not be noticeable this season, will begin to be felt early in the new year.

An indication of the probable trend in retail prices may be obtained from the fact that wholesale

prices, according to the U. S. Dept. of Labor index hit a new peak of 171.1 pct in the week of Nov. 18, a gain of 8.7 pct over the pre-Korea level.

Consumer Debt Bill Much Higher in One Year

The total owed by consumers for all the goods and services which they got on credit terms had risen to \$21,453,000,000 by the end of September—an increase of nearly \$5 billion in a year's time.

The consumer credit debt, installment and otherwise, increased \$504 million during the month of September.

Employment in October At New High for the Month

Total employment rose to 61,764,000 in October from 61,226,000 in September, the Commerce Dept. reported. At the same time unemployment dropped from 2,341,000 in September to 1,940,000 in October.

Employment in October was a new high for that month. However, it was below the record 62,400,000 touched in August.

Upward turn in retail trade began in mid-November; . . . October sales of large hardware stores 11% ahead of Oct., 1949; Employment at new record in October.

October Was Good Month For Large Hardware Stores

Large independent hardware stores showed one of the best percentage of increase in business, of any line of trade, in October. Their sales were 11 pct above sales in the same month of last year and were just 1 pct below sales of the previous month.

Sales of all large independent dealers in October were 9 pct higher in October than in the same month of 1949, according to the Dept. of Commerce. October sales were 3 pct short of the September dollar volume of this year.

Lumber and building material dealers had the biggest volume increase in October; 32 pct above October 1949. Their October sales were 2 pct under sales in the previous month.

Jewelry sales were up 14 pct; motor vehicle up 10 pct and furniture sales up 9 pct.

Auto sales fell off 9 pct in October.

Manufacturers' New Orders Higher Than Their Sales

While manufacturers' sales and new orders in September were down from their August highs, shipments failed to keep abreast of new orders in September, reported the Commerce Dept. Sales totaled \$21,500,000,000 and new orders amounted

(Continued on page 94)

Over 20,000 Sales the First Month!



No. 725 "Nest of Saws" mounted on self-selling display card shown above approximately 1/3 actual size. \$2.95 complete. Price slightly higher in the West and Canada.

Here's why Millers Falls No. 725 "Nest of Saws" is one of the best-sellers you can stock

1 MARKET, PRACTICALLY UNLIMITED! Low in price . . . high in utility — there's strong sales appeal in the new "Nest of Saws" for just about every man who comes into the store. Without question, it is the handiest, most useful saw combination ever offered. It's an ideal gift, too. Thousands of women will buy it as a Christmas present.

2 POWERFUL NATIONAL ADVERTISING! We're so convinced of the No. 725's tremendous sales potential, that we're backing it with the most intensive advertising in Millers Falls history. 11,440,624 selling messages are working for you right now in the Saturday Evening Post, Country Gentleman, Farm Journal, Popular Mechanics, Popular Science Monthly and other leading national magazines.

3 EVERY UNIT A SALES DISPLAY! Mounted on a colorful, self-selling display card, each "Nest of Saws" acts as its own salesman. In your windows, on counters, or stacked in bins, these striking cards sell by sight with little or no assistance from store personnel. They're designed to take advantage of the best principles of modern merchandising — require minimum space . . . provide maximum display and selling effect.



ORDER AN EXTRA STOCK FOR CHRISTMAS. QUICKLY AVAILABLE. YOUR JOBBER HAS IT!

MILLERS FALLS TOOLS

SINCE 1868

MILLERS FALLS COMPANY

GREENFIELD MASS.



Always Accurate

- Sharp, Strong Corners
- Straight, True Sides
- Clean, Accurate Threads

REPUBLIC UPSON

* *Semi-finished and
Cold Punched Nuts!*

—from the more than 20,000
members of the REPUBLIC
UPSON Quality Line.



REPUBLIC STEEL CORPORATION

Bolt & Nut Division

CLEVELAND, OHIO

• GADSDEN, ALABAMA

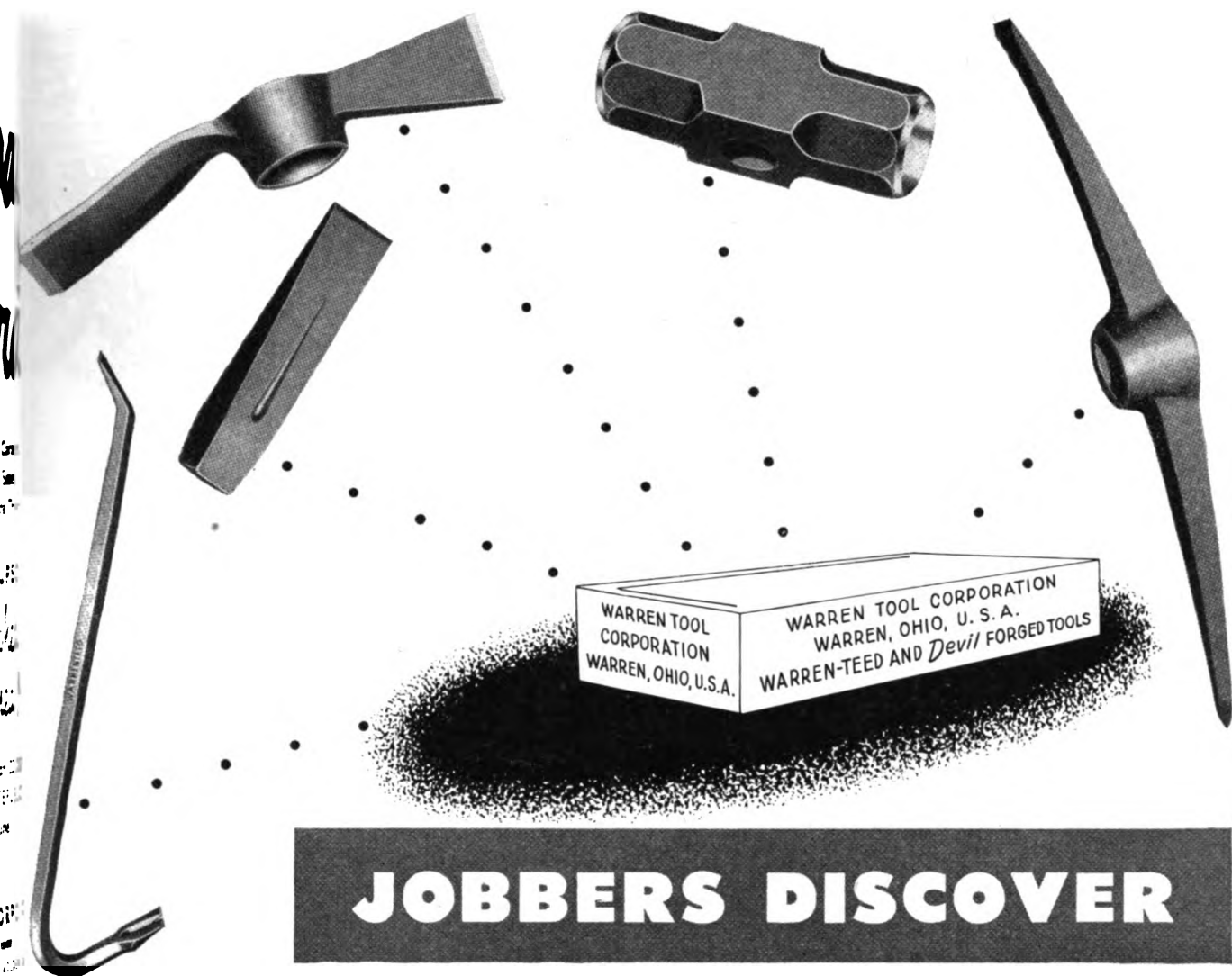
Export Department: Chrysler Building, New York 17, N. Y.



Republic UPSON

BOLTS AND NUTS

96 YEARS FASHIONING THE FASTENING HABITS OF INDUSTRY



mighty profits grow from little packages

Cash registers clang often with Warren-Teed tools hustling off your shelves in their eye-catching, quickly identified, convenient cartons. And hustle they do, because their cost-saving corrugated packages just naturally make sales. What's more, they're handled easier in receiving, stocking and shipping.

Inside these sturdy cartons you find the tool trade's greatest sales builders . . . Warren-Teed tools. Look at the sturdy implements shown above . . . made of specially selected steel

with precision ground points and edges. Why, even an extra bit of protection is furnished . . . an enamel coating to prevent scratching and marring.

Warehousing and handling are simplified by Warren Tool Corporation's carton method of packaging. Sales are made easier by the superiority of these tools. For a cash register that closes and opens more often, get the dope on Warren-Teed tools in their readily merchandised, time-beating cartons.

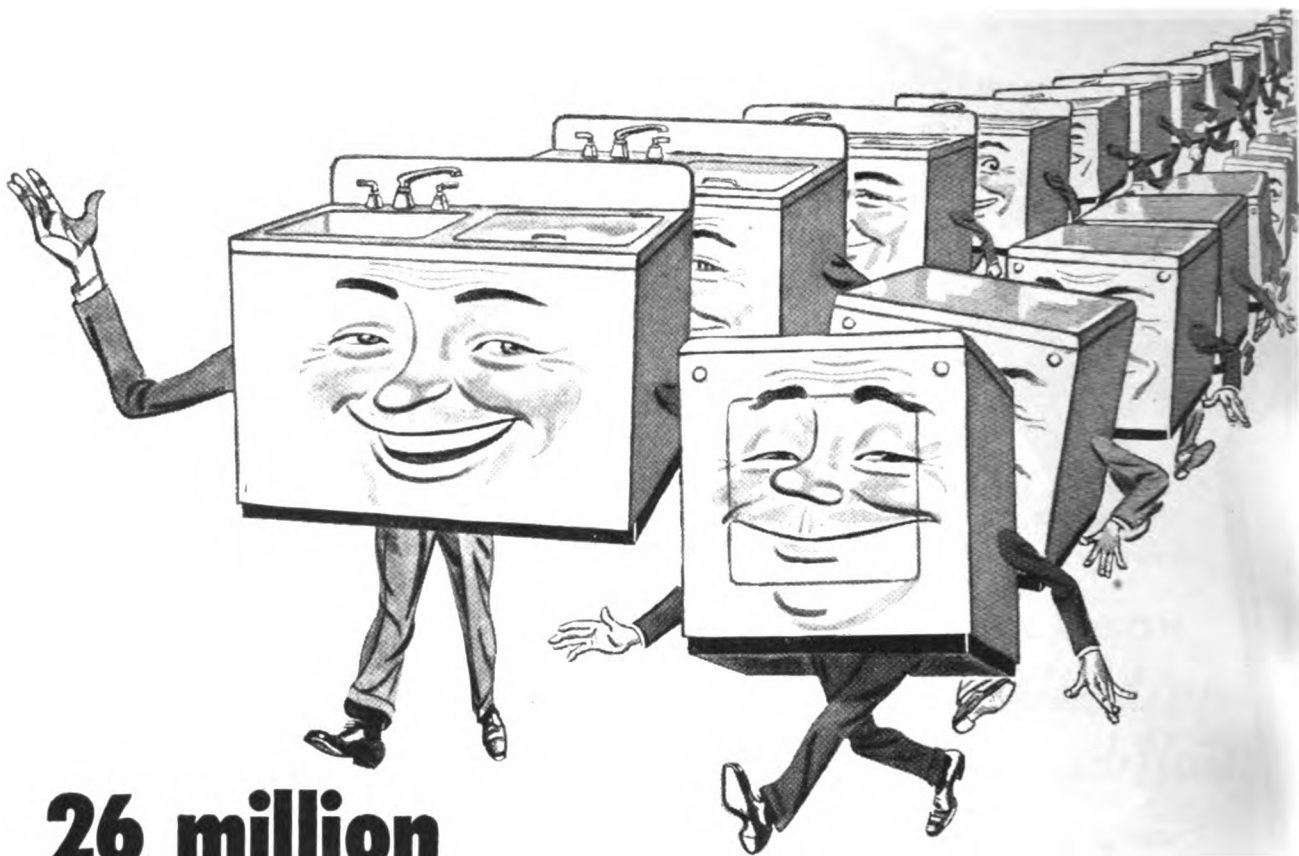
J O B B E R S E V E R Y W H E R E

WARREN TOOL CORPORATION

General Offices . . . Warren, Ohio

General Sales Offices . . . 105 W. Adams St., Chicago 3, Ill.

Export Division . . . 30 Church St., New York 7, N. Y.



26 million

water heater "salesmen" who *never say a word!*

Twenty-six million salesmen who never say anything? Can that be possible? It is—and many of them are working for *you* right now, in your territory. These "salesmen" are the 26,000,000 electric clothes washers and dishwashers now in use throughout the country. Every one of these appliances bought by your customers becomes a silent salesman for Electric Water Heaters, because it can do *its* job properly only when there is plenty of hot water whenever it is needed.

The same principle holds true every time you sell an electric clothes dryer or electric range. True, they don't need hot water like the other two appliances—but they, too, help to sell Electric Water Heaters. That's because when a home is wired for them, it's easier and costs less to install the water heater.

So when selling any of these other appliances, always be sure to ask what type and size of water heater your customer now has. You'll be surprised how easy it is to sell Electric Water

Heaters this way, and how many actual installations result from this approach. Try it, prove to yourself how successful it is.

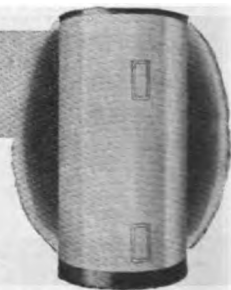
Even if you don't make the water heater sale immediately, put each customer who has an electric clothes washer or an electric dishwasher on your hot prospect list and follow up frequently. The job is made still easier by the fact that people *want* electric hot water. Industry figures and surveys show that. More people all the time are buying Electric Water Heaters.

SELL ELECTRIC WATER HEATERS

They're what people want!

ELECTRIC WATER HEATER SECTION, National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CRANE-LINE SELECTRIC • CROSLY • DEEPFREEZE • FAIRBANKS-MORSE • FOWLER
FRIGIDAIRE • GENERAL ELECTRIC • HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH
NORGE • PEMCO • REX • RHEEM • SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE



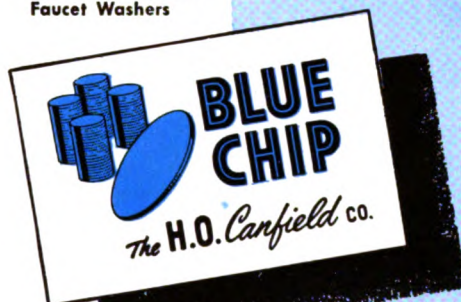
The H.O. Canfield co.
PRESENTS

2 NEW LINES of PROFIT BUILDERS for YOU!

*No slow-moving luxuries here —
every item in The H. O. Canfield
Company line is a household
necessity.*

The H. O. Canfield Company, oldest manufacturer in the business, offers rubber plumbing specialties that sell on sight because they look right, they are priced right, they are right! The H. O. Canfield Company products have been acknowledged as superior for over half a century. When you handle these products you know, without question, that you could do no better for your customers. Our experience is your best guarantee.

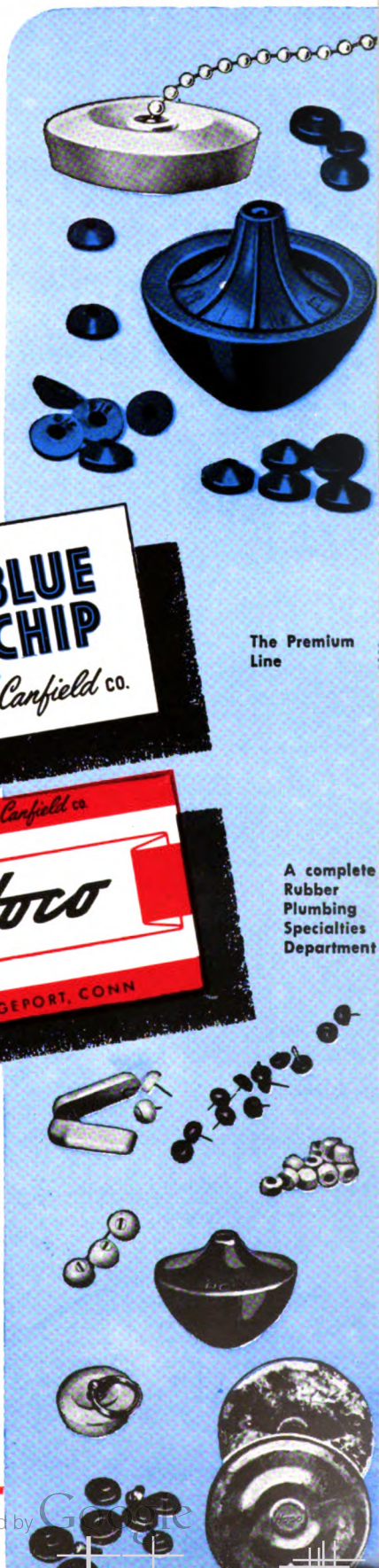
Tank Balls
Bead Chain Bath
and Basin Stoppers
Faucet Washers



The Premium
Line

A complete
Rubber
Plumbing
Specialties
Department

Tank Balls
Sink Suction
Stoppers
Basin and Bath
Stoppers
Faucet Washer
Assortments
Closet Seat Bumper
Assortments
Garden Hose
Washers
Screw Bumpers
Tack Bumpers
Door Stop Caps



FAST PICK-UP



The H.O. Canfield Co.

BLUE CHIP

The Premium Line of

RUBBER PLUMBING SPECIALTIES

These profit builders look right—are right and they make customers reach down and buy.

The Blue Chip Line is The H. O. Canfield Company's newest contribution to your success. Each item is precision made from highest quality materials. Each item is priced right—always with your profit and reputation in mind.



Attractive, colorful counter displays make these products fast movers.



THE *HOCO* LINE

A complete rubber plumbing specialties department

The HOCO Line means steady profits to retailers. The attractive HOCO line display kit is a comprehensive, self service plumbing specialties department that conserves display space. It contains the following:

Tank Balls	12
Sink Suction Stoppers	12
Basin Stoppers	24
Bath Stoppers	24
Closet Seat Bumper Assortments	24
Household Faucet Washer Assortments	24
Hose Washer Packages	24

Each item is individually packed in a smart, colorful container, which may be set up on a shelf or counter. Thus the dealer who does not require the full line to service his market effectively may order only those items he requires.



The HOCO Display Kit

Just the right amount
—low investment
—rapid turnover
—high return.



Send for The H. O. Canfield Company Complete Catalog of rubber plumbing specialties. Clip the coupon now, while you're thinking about it.

The H. O. Canfield Co.
129 Housatonic Avenue
Bridgeport 1, Conn.

Send your Catalog showing all of the H. O. Canfield lines of rubber plumbing specialties.

Name _____

Company _____

Address _____

City _____ State _____

The name of my wholesaler is: _____

The H.O. Canfield Co.

129 Housatonic Avenue
Bridgeport 1, Conn.

Digitized by Google
Sales Offices in Principal Cities

"Look — no radiators !"



Steel pipe is first choice for home radiant heat

Imagine the surprise of the "girls" from the bridge club when they walked into their new member's living room. Out of the blustery cold, into the glowing warmth of a beautiful room which, as far as the eye could detect, seemed to have no heating system at all!

Yes, that's the effect radiant heating *has* on folks who have never experienced it before . . . as though the warmth of summer sunshine had been stored up in some magic way and gently released indoors when winter comes.

To bring these pleasant advantages of radiant heating to the home, architects, engineers and heating contractors are utilizing the favorable, inherent characteristics of steel pipe to provide outstandingly successful systems. For they know that steel pipe has not only been proved by more than 60 years of comparable service, but, for this new application, includes all the desired qualities of formability, weldability, durability and suitability . . . plus maximum economy!

Yes, for radiant heating there's no question . . . steel pipe is first choice!



SNOW MELTING, TOO

Sidewalks and drive-ways can be kept free of snow with modern steel pipe snow melting systems!

COMMITTEE ON STEEL PIPE RESEARCH

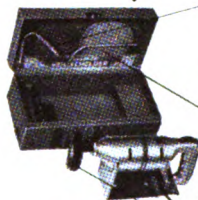
AMERICAN IRON AND STEEL INSTITUTE

350 Fifth Avenue, New York 1, N. Y.



AS ADVERTISED IN
THE SATURDAY EVENING
POST

Fairchild
precision equipment
aerial cameras
aerial surveys
sound recording
electric motors
and home tools



MIX PAINT



SAND FURNITURE



SCOUR PANS



SHARPEN



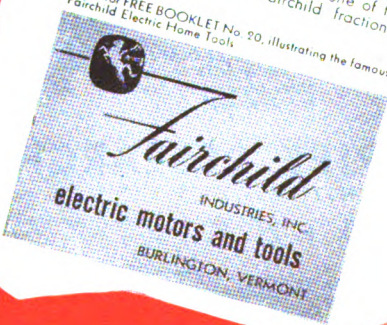
POLISH

Householder Kit
Perfect Gift for the Home
\$24.95

DRILL WOOD
OR METAL

series . . . and a famous feather-balanced Fairchild drill . . . packaged complete in a handsome fitted metal case. The quicker, easier, better way to do a hundred odd jobs. And for "the man who knows" it is the gift of thoroughbred quality. . . the most powerful of all home drills and yet so light a little girl uses it easily. Yes easily. And the reason is Fairchild's built-in reduction gear . . . more power with less weight . . . rugged power from one of the famous light precision Fairchild fractional HP motors.

Write for FREE BOOKLET No. 20, illustrating the famous Fairchild Electric Home Tools.



*Good gift item . . .
a woman uses it
as often as her husband.*

THE FIRST ALL-PURPOSE PAINT ROLLER COVER!

A
? BRAND NEW ?
FABRIC

HAS ALL THE APPEARANCE AND
UTILITY OF THE FINEST MOUTON
GRADE ELECTRIFIED LAMBSWOOL

And
5 WAYS BETTER!

APPLIES RUBBER BASE PAINTS

EFFECTS SMOOTH FINISH
NO SLIPPING OR MATTING!

PERFECT WITH WATER PAINTS

FAR SUPERIOR TO
ORDINARY LAMBSWOOL!

CLEANS EASIER . . . FASTER

RECOVERS TO LIKE "NEW"
CONDITION AFTER CLEANING!

SMOOTHER . . . ALL FINISHES

PAINTS MORE EVENLY
GREATER HIDING POWER!

PERFECTLY UNIFORM

PRECISION BUILT . . . NONE
OF NATURE'S IMPERFECTIONS!

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AMERICA'S LEADING PAINT ROLLER MFGR.

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You're right in every way when you choose Chevrolet trucks as your on-the-job partners. Chevrolet offers you more—in power for the job, economy of operation, low maintenance costs.

Economy-wise—you're right in choosing Chevrolet. You save money, for Chevrolet is the lowest priced line of all. And you save on gas, oil and upkeep with these trucks so famous for all-around economy.

Power-wise—you get more with Chevrolet, too. Chevrolet's great valve-in-head engine is the result of 38 years of steady improvement—an engine that offers outstanding pulling power combined with

dependability and long service at low cost.

Job-wise—you're right with Chevrolet. There's a Chevrolet truck to fit *your* job . . . with the right power, the right clutch, the right power-train to fit the need. And every unit of the Chevrolet truck you select is *engineered* for the job. Yes, to *do* your job right—with outstanding efficiency and economy.

Before you buy, get all the facts on Chevrolet—first-cost, operating cost and maintenance cost. Remember: For the last eight consecutive truck production years, users have purchased more Chevrolet trucks than any other make. See your local Chevrolet dealer now!

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



Only Chevrolet Trucks Give You All These Advance-Design Features:

- TWO GREAT VALVE-IN-HEAD ENGINES: the 105-h.p. Loadmaster or the improved 92-h.p. Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—smoother, quicker acceleration response • DIAPHRAGM SPRING CLUTCH for easy-action engagement • SYNCHRO-MESH TRANSMISSIONS for fast, smooth shifting • HYPOID REAR AXLES—for dependability and long life • DOUBLE-ARTICULATED BRAKES—for complete driver control • WIDE-BASE WHEELS for increased tire mileage • BALL-TYPE STEERING for easier handling • UNIT-DESIGN BODIES—for greater load protection • ADVANCE-DESIGN STYLING for increased comfort and modern appearance.

Where shoppers stop... AND BUYING BEGINS

THE hardware store with an eye-catching, inviting face is the store with the most customers in it! Merchants who have modernized their stores with Pittsburgh Glass and Pittco Store Front Metal have proved this . . . with increased sales. They proved that shoppers will go out of their way to shop in modern, attractive stores.

A most effective "shopper stopper" is the Pittsburgh open-vision store front. It offers maximum display space—the first requisite of good store design—lets passers-by "shop" the entire store interior . . . even after closing time.

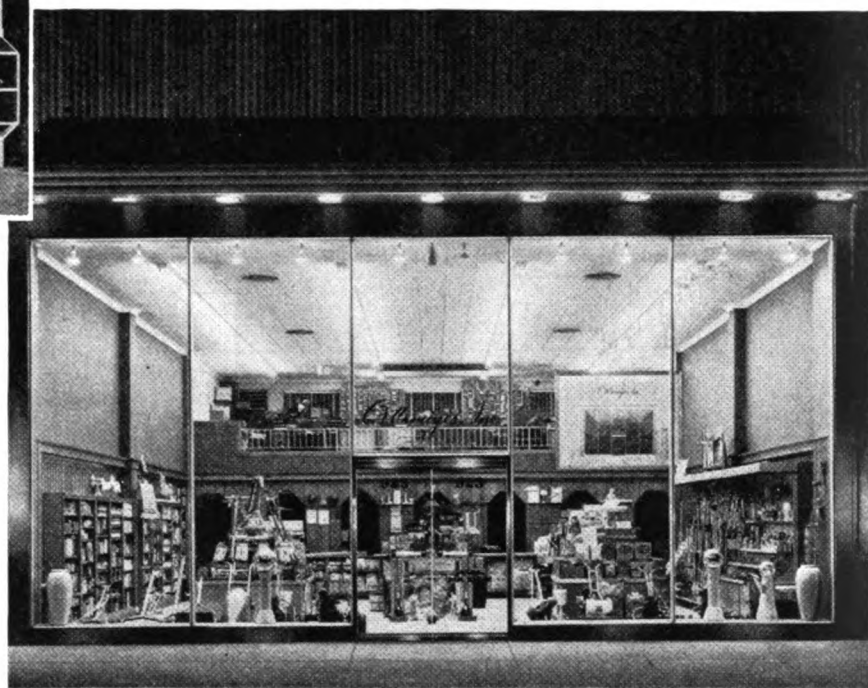
Don't let passers-by pass *you* by. Use the magnetism of a modern Pittsburgh Store Front to attract shoppers to your store. And when you remodel, don't *skimp*. For the greatest returns in increased business, modernize *completely*—inside and out. Easy payment terms can be arranged if you desire them.

In the meantime, why not send for our free modernization booklet, "Modern Ways for Modern Days?" The coupon below is for your convenience.



BEFORE

THE LOOK THAT SELLS. The Pittsburgh open-vision front of this hardware store in Silver Spring, Md., turns the entire store interior into one brilliant display case that captures the attention of the passer-by . . . wins his admiration . . . draws him inside. The front is composed of clear Polished Plate Glass set in clean-cut Pittco De Luxe Metal, with extruded vertical division bars, and wide, inviting Herculite Doors. The projected cornice and the fascia panel are made of lustrous extruded Pittco De Luxe Metal. Architect: Clifton B. White, Silver Spring, Maryland.



AFTER

Store fronts
and Interiors
by Pittsburgh

Pittsburgh Plate Glass Company
2284-O Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a FREE COPY of your book on modernization, "Modern Ways for Modern Days."

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Address.....

City..... State.....



PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

*Good Rules
for Faster
Turnover*

Stanley "Zig-Zag" Rules with the Green Ends

*Make it a rule
to show customers
these features!*

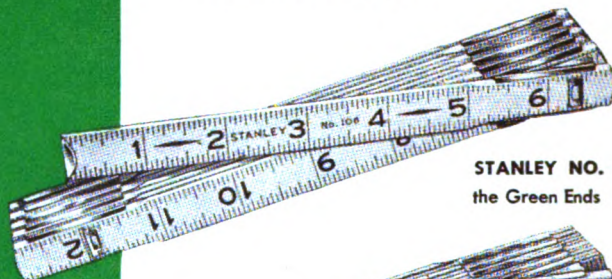
Easier Reading — Large, jet-black Gothic numerals.

Longer Wearing — Rust proof nickel silver joints.

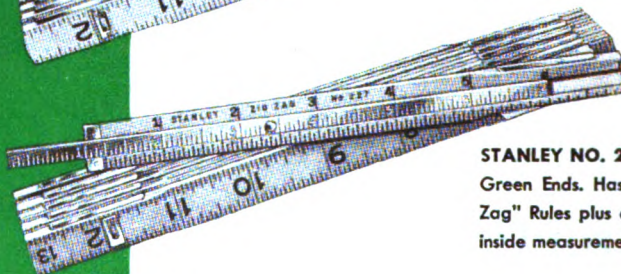
Greater Accuracy — "Ball-Socket" action prevents stretching.

NEW Protective Plastic Finish — Wears 4 times longer.

Select Sticks — Straight-grained Maple. Graduated in 16ths on all edges.



STANLEY NO. 106 "Zig-Zag" Rule with the Green Ends



STANLEY NO. 227 Extension Rule with the Green Ends. Has all the features of "Zig-Zag" Rules plus a solid brass extension for inside measurements. Extra thick sticks.

In the complete Stanley line of "Zig-Zag", "Pull-Push" and Boxwood Rules, there's a wide range of styles, sizes and markings. Stock them . . . show them — and profit. Order through your jobber.

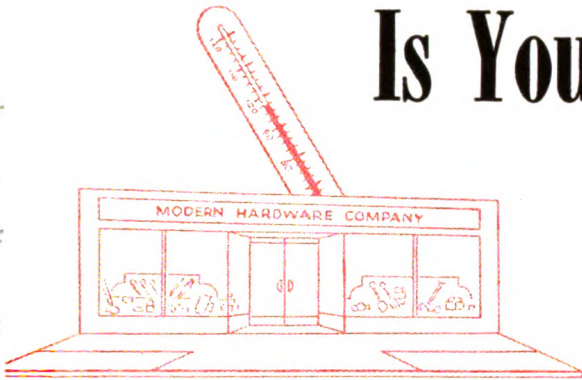
STANLEY TOOLS, NEW BRITAIN, CONNECTICUT

STANLEY

Reg. U.S. Pat. Off.

**HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL**

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Is Your Business

Really Healthy?

Don't let looks deceive you. A store can have nicely balanced books, but still be in a basically unhealthy condition. Here are 12 key ratios which will help you measure the balance of your business and point out danger spots

By FRED MERISH

"My books are balanced every month," said Mr. Average Hardware Dealer. He said this as though he felt that a balanced set of books implied the last word in competent management.

After analyzing his figures, we told him that his books were in balance all right, but his business was badly unbalanced just the same. "How come?," he asked. "My bookkeeper told me only yesterday that he had balanced them up for the month."

"Your books are balanced mathematically," we explained, "but

they are badly out of line in ratios and the latter is most important, particularly at a time like this when a buyer's market has replaced a seller's market." He didn't understand, so we set him right with a detailed explanation that we pass along to other dealers whose books are badly out of line even though they are balanced to the penny monthly.

Despite the fact that the debits in your books equal the credits, which means that your accounts are technically in balance, the financial and operating ratios may be far out of balance and the way they compare is more important

than debit or credit equilibrium.

Business balance is determined by ratio analysis, which involves comparing one account or group of accounts with another on the profit and loss statement or balance sheet, or comparing items selected from the two business statements. The dealer should check his managerial efficiency by means of certain ratios that provide the information he needs to keep his business engine functioning smoothly. These ratios are:

1—*Liabilities to net worth*: If there is unbalance here, if the business debt exceeds the net

The 12 Key Ratios

Watch these key relationships for the first sign of dangerous financial trends in the operation of your store.

- 1 Liabilities to net worth.
- 2 Net worth to fixed assets.
- 3 Fixed assets to current assets.
- 4 Current assets to current liabilities.
- 5 Net sales to net worth.
- 6 Net profit to net worth.
- 7 Inventory to current debt or current liabilities.
- 8 Acid-test ratio.
- 9 Inventory to current assets.
- 10 Credit sales to receivables.
- 11 Cost of re-sale goods to average of opening and closing inventories.
- 12 Net profit on sales.

worth, look for trouble in a buyer's market; your creditors own more of your business than you do. Over the years, the ratio of net worth to liabilities should increase, with net worth increasing more rapidly than the liabilities do. When a seller's market switches to a buyer's market, the ratio of net worth to business debt may show a turn for the worse brought about by write-offs due to falling prices and values.

2—*Net worth to fixed assets.* business property, fixtures, rolling stock, operating equipment: The

net worth should exceed the fixed assets. If the ratio is reversed, the dealer is carrying too much fixed capital. Depreciation should be deducted from the fixed assets before making the comparison. If the fixed assets exceed the net worth, this may cause trouble because money isn't as easy to get as it was in the seller's market.

3—*Fixed assets to current assets:* A high ratio of fixed assets to current assets, that is, a sharper increase in fixed assets than in current stocks, means high fixed expense, low profits, and often only about 10 per cent realization in

case of a forced sale. A high ratio of current assets to fixed assets indicates ample funds to pay obligations, forced liquidation in a buyer's market less likely and good business management. Some take pride in a heavy fixed asset position but creditmen and bankers at a time like this are more concerned with the debt-paying ability of a business, hence, a good current asset position is more to their liking.

4—*Current assets to current liabilities:* This is called the current ratio. If a dealer has \$2,000 in current assets, cash, receivables and inventory, for every \$1,000 in current liabilities, otherwise, bills payable and short-term loans to banks, he is a good credit risk because he can pay his bills on demand and have again as much left over to continue operation. Items of questionable value should be eliminated from inventory and receivables before computing the current ratio.

Our field studies indicate that some dealers, because of higher costs, higher taxes or expanded facilities, which are a drag on working capital, have been operating with a current ratio of about 1.5 of current assets to 1 of current liabilities. When prices drop in a buyer's market, this may decrease current assets and reduce the ratio somewhat in the wrong direction, putting the management in a bad way financially. Try to keep the current ratio up around 2 to 1, or better, in this crucial period.

5—*Net sales to net worth:* This ratio is arrived at by dividing the net sales by the net worth. It gives an idea of the investment dollars you need to get dollar volume on sales and it should be watched from period to period. The fewer dollars you need to invest to get a specified sales volume, the more efficient your operation. The dealer who does \$100,000 volume with a capital investment, or net worth, of \$20,000, is a better businessman than a dealer who needs \$40,000 to do a \$100,000 volume. If your net worth is \$40,000 and your volume is \$100,000 a year, the ratio is 2.5—(\$40,000 divided into \$100,000). Every dollar invested brings \$2.50 in sales. The higher this ratio, the better.

6—*Net profit to net worth:* If the net worth is \$100,000 and the net profit is \$10,000, the return on net worth or capital investment is

0 pct. In a buyer's market, unless cost control is rigidly applied, his return is likely to decrease. The dealer should watch it as closely as he watched the net profit on sales.

7—*Inventory to current debt or current liabilities*: The inventory should never exceed the current liabilities at a time like this. In a seller's market, a businessman can play a bit loose with this ratio, but it's a dangerous practice today.

8—*Acid-test ratio*: This ratio compares the quick assets, cash and receivables, to the current liabilities. When the ratio is 1 to 1, a business is in a quick liquid condition. If suppliers or holders of short-term loans demand their money, the dealer can give them the cash quickly. If the ratio of quick assets to current liabilities is 2 to 1, you may have too much liquid cash, otherwise, "sleeping capital." If you contemplate paying off a mortgage or other long-term obligation, this excess is desirable.

9—*Inventory to current assets*: In a buyer's market, a desirable ratio is 1 to 2. The inventory should approximate 50 per cent of the current assets, otherwise you may be carrying too much inventory, which means higher carrying charges on the additional capital invested, more depreciation on stock, more space to house inventory and a bigger outlay for insurance on stock.

10—*Credit sales to receivables*: If your credit sales were \$50,000 during the year and your receivables are listed on your financial statement at \$5,000, this gives a ratio of 10, or \$5,000 divided into \$50,000. Divide 10 into 365 days in the year to get the average period represented by the receivables listed on the financial statement. In this case, the average period is 37 days, and so, the dealer is somewhat behind on collections, if the due dates are 30 days.

11—*The cost of re-sale goods to the average of the opening and closing inventories*: In other words, the turnover. This ratio gives the number of times the average inventory has been turned during a period. If the cost of the re-sale goods sold was \$60,000 and the average of the opening and closing inventories was \$20,000, the stock would have been turned three times, the average age of the stock, four months. The turnover varies with the business and with the line,

and the dealer must use his own experience figures to determine the most profitable turn. All dealers should watch the turn on re-sale goods in this buyer's market and not be content to compute the turn annually, as was customary before the war, but check it, at least, quarterly today.

12—*Net profit on sales*: This ratio shows the pennies you can keep out of the sales dollar before taxes. Most dealers use this ratio as the only yardstick of profit. It merely reflects operating, efficiency in terms of expense control and buying ability. A business may show a high net on sales, but the net may be in poor ratio with other elements on the operating and financial statement, creating an undesirable condition.

Successful operation is largely a matter of ratios. Dollar results are important, but ratios are the best

yardsticks to measure over-all managerial efficiency because they show whether or not you are maintaining the proper balance between the main operating and financial elements of your business. Before taking ratios on balance sheet accounts, eliminate the value of all intangibles, such as goodwill, see that all assets are properly depreciated; do not include bad debts. If the assets are inflated, there will be water in the net worth and this will throw your ratios off.

Because ratios differ with the business, the dealer must develop his own standards by comparative analysis from period to period. The ratio of net sales to net worth is the master key. When this is high, the business is usually in good balance and the dealer should attempt to approximate the operating and financial ratios existing at that time.



Quick Check Sheet for Your Store

BALANCE SHEET OR FINANCIAL STATEMENT

Enter the figures from your books on this statement and then analyze the ratios as explained in the article

BALANCE SHEET

Average Hardware Store

CURRENT ASSETS

Cash in bank
Accounts receivable
Notes payable
Inventory

FIXED ASSETS

Business building
Furniture and fixtures
Mechanical and non-mechanical operating equipment
Trucks
Less reserve for depreciation

OTHER ASSETS

Business investments
Prepaid insurance and other deferred charges

Total Assets

CURRENT LIABILITIES

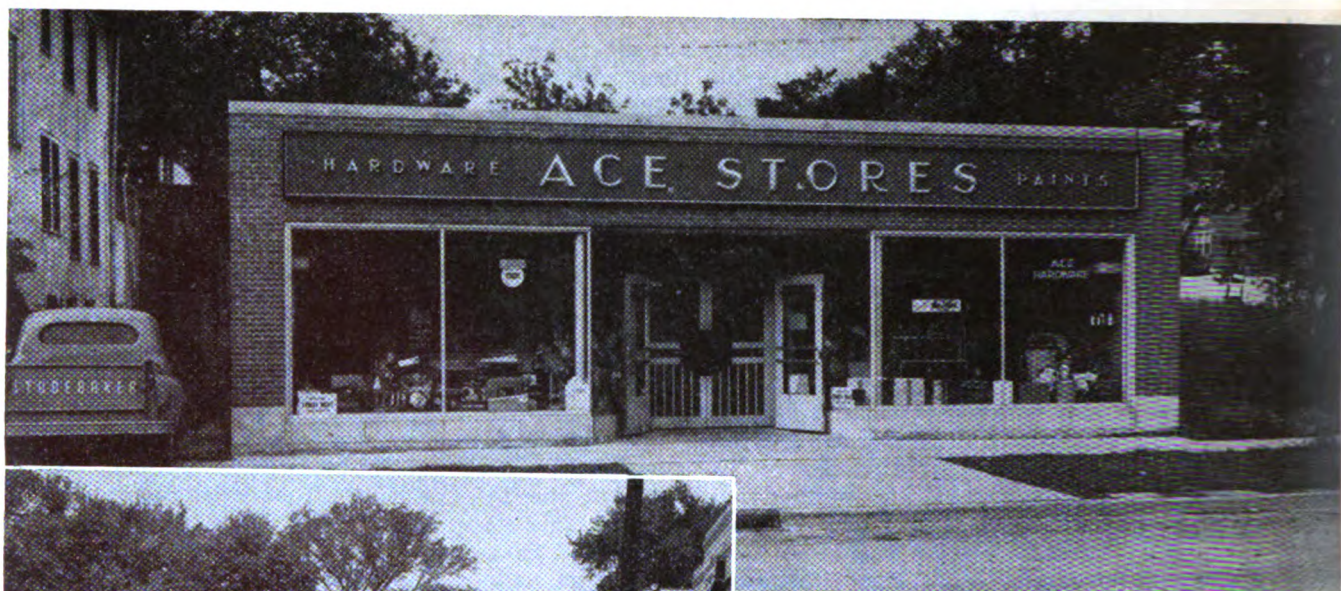
Accounts payable
Loans payable (short term)
Accrued liabilities
(wages, interest and taxes due, but not paid)

FIXED LIABILITIES

Mortgage payable
Long-term loans payable
Total business debt
Net worth or capital stock plus surplus

Total liabilities and capital

Assets and liabilities should balance to the penny in total. The net worth is the difference between the assets and the liabilities. Capital stock plus surplus is the net worth of a corporation.

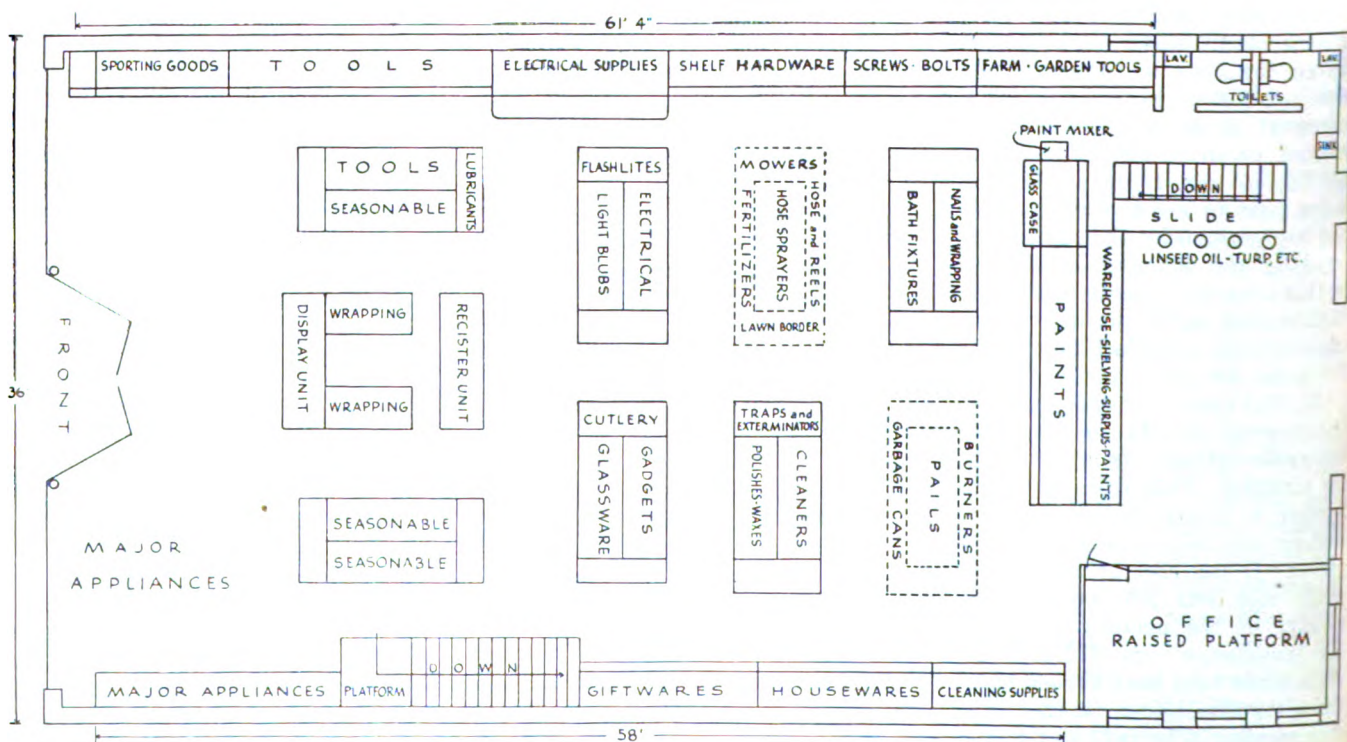


Visual front of the O'Neill store, with wide center entrance.



The store as viewed from Main St., to which it is sufficiently close to be seen by motorists approaching the intersection.

Off-Main-Street



Floor plan of the O'Neill store.

Portable rack, atop an island unit, is used in season for showing hedge shears, short saws, etc. Note prominence of price markings.



Good service, ample parking space and friendliness help store operate in second year at double its opening year rate

Store Doubles Volume

When Ed. O'Neill bought a lot in a residential area, a block off Main St., Highland Park, Ill., to erect a new 40 by 75 ft. store, many business and personal friends declared the venture would fail. Mr. O'Neill and his partner, Donald Yakes, proved that these forecasters were wrong.

The O'Neill Ace Store, 26 S. Second St., now in its second year, is currently doing business at double the rate of its first year. Six full-time employees serve the growing trade in the store and on Saturdays two extra sales clerks supplement the staff. On Saturdays it is not uncommon for the firm to ring up cash sales for in excess of 350 customers.

Although an opening day newspaper ad and occasional use of newspapers and circular matter have helped the store's sales volume to rise, it is the friendly attitude of the owners and staff, plus a reputation for having what people want, when they want it,

that has been the real secret of success.

Of the store's policies Mr. O'Neill observes, "People know that this is a friendly store. From the day we opened our store all of us have made an effort to learn peoples' names, discover their needs and show them that we are here to serve them well. This policy has paid off well."

25,000 Trading Area

With an investment of \$35,000 in land, building and fixtures, the O'Neill firm had to make good, quickly, and did. The store's red sign, visible from Main St., and ample parking facilities serve as a double magnet to attract trade. Many of the store's new customers go there at the suggestion of friends and the firm estimates that it draws traffic from a trading area of 25,000 population, including people from many of the surrounding smaller towns.

Mindful of the advantages of

being able to offer repair service, the store provides a local service man space for a shop, free of cost, plus a sign calling attention to the work he does. It states, "Expert repair service on appliances, lawn mowers, lamp rewiring, locks and keys, saw sharpening, washing machines, ironers, skate sharpening. We fix most anything."

The service man gets the labor charges on all items brought in for repair, and the Ace store benefits from increased store traffic and profits on materials sales. All service work is billed through the store and payments are collected through it. The firm and the service man always settle accounts monthly.

After becoming well acquainted in the community and following a study of local merchandising conditions the firm decided to offer credit facilities, on a monthly basis, to preferred accounts. Although 40 pct of the store's business is on

(Continued on page 52)

24-Hour Service Pay

'Round the clock service on water systems and heating equipment helps this hardware store, operated by an ex-farmer and a former grocer, build a small town business to a current rate of \$300,000 a year. Twelve of their 15 employees work on service.

If George Beemsterboer hadn't needed a couple of gallons of paint to cover a farm building back in 1944, the Gurnee Hardware in Gurnee, Ill., a town of 611 population, might never have come into existence. But he needed that paint and thereby hangs an interesting story.

George was a farmer at the time and as he drove along the highway toward Waukegan, 10 miles from his farm, he bemoaned the fact that he had to travel such a distance to get the kind of paint he needed. Just about this point in his cogitations, he passed through

the little village of Gurnee, five miles west of Waukegan. Out of the corner of his eye he saw a large white building with a For Rent sign on it.

"Say, I'll bet that would be a fine location for a hardware store," he mused as he drove on. "There must be more farmers like me who would be glad to see a good hardware store handy, so that they would not have to go all the way into Waukegan."

A few days later, Mr. Beemsterboer talked with his friend Ralph Potter, a former grocer, about the possibility of opening a hardware

store at Gurnee. Not long after the friends formed a partnership, bought some merchandise and opened Gurnee Hardware. Since that time the business, which had a volume of \$45,000 in its first year, is now operating at a rate of about \$300,000 annually. Of 15 employees 12 are in the service department, which offers 'round the clock repair and service work on water systems and heating equipment, every day of the year. The fact that the store offers such service has been a big factor in building its volume to its present day rate. Customers benefiting from that 24 hour service became customers for other types of merchandise.

Each service man in the Gurnee store is assigned a seven day period, in rotation, during which he handles any night calls that may come in. This plan offers both town and country residents the utmost in service.

The building boom is another market on which the firm has capitalized. The store carries supplies for the contractor and for the fellow who builds his own home during off time, and has such a stock of bolts and other building materials that builders, from distances of 20 and 30 miles, come to the store because they know they can get what they want at it.

Gurnee Hardware's heating department is called to the attention of all store visitors by a large sign at one of the wrapping tables. It reads, "Heating. General sheet



Section of the power and hand tool display. Wall background is wine colored.

ividends



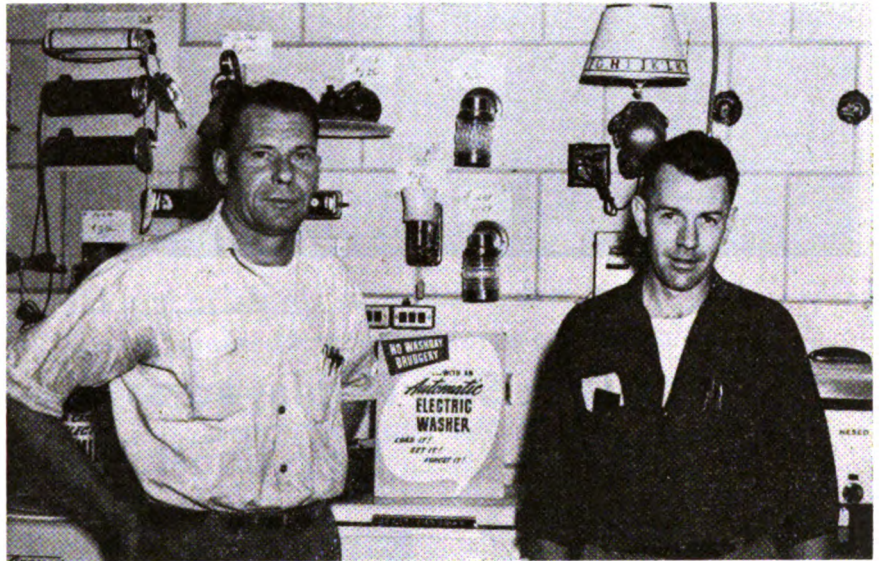
Open back windows permit easy view of interior, from almost any angle.

metal work . . . Engineering service and estimates free." Many customers seeing that sign inquire about heating, with the sale and installation of a furnace the result. "A country business such as ours is built on service," declares Mr. Beemsterboer. "We are always willing to visit the prospect at his home, look over his furnace and appliance requirements and then make recommendations. Such estimates take time but eventually they pay dividends."

The firm does an excellent appliance business, selling everything from milk coolers, farm freezers and refrigerators to vacuum cleaners. Many of these sales can only be closed at night and so the store is opened nightly, Monday to Friday, until 9 p. m., after upper store hours being shared by the staff, with two on duty each night. Men staffing the store evenings are paid by the hour, and the store owners themselves put in many extra hours. Mr. Beemsterboer says that many factory workers and farmers who cannot look at appliances during daytime hours visit the store evenings for that purpose.

A variety of appliances are displayed in the front of the store. Prospects can view a modern kitchen, too, and women who wish to try out an automatic washer may bring in their wash and receive a demonstration. Appliance customers who formerly went to larger communities are now finding what they need at the Gurnee store. The partners point out that the ability to give service on everything it sells is an important factor in the firm's mounting appliance trade.

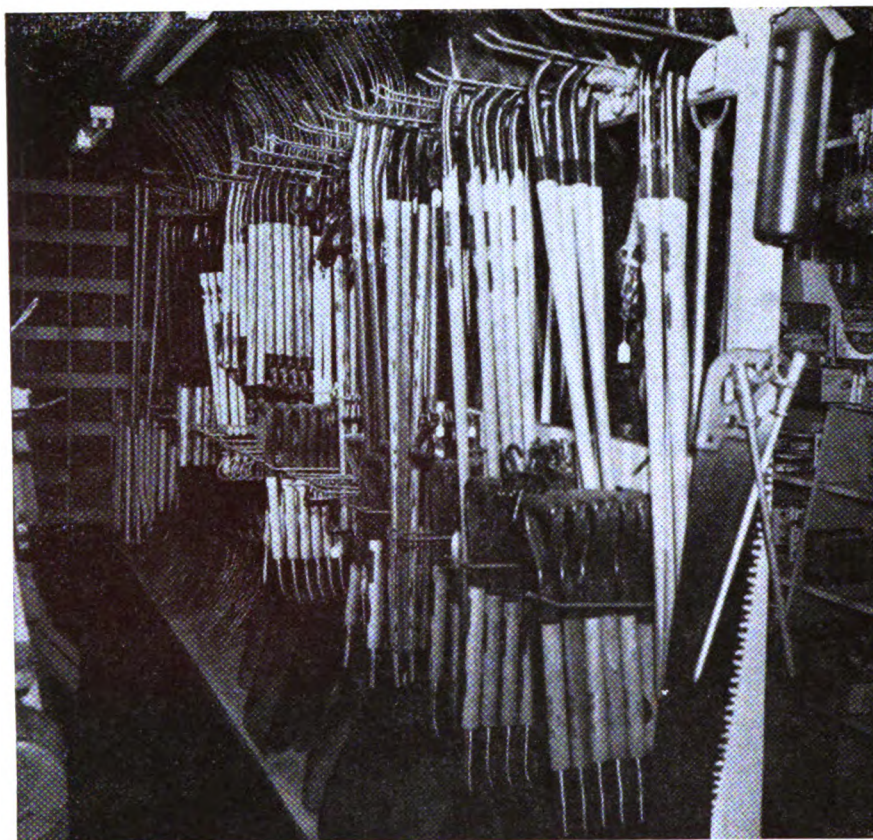
A 15 ft. steel goods display,



George Beemsterboer, left, a former farmer, and his partner, Ralph Potter, an ex-grocer, in their appliance department.



Employee points to furnace work sign at one of store's two wrapping tables.



Steel goods rack, permitting inspection from two sides, emphasizes the story of good stocks.

made by the store staff, is another section appealing to farmers. Located in the center of the store, toward the rear, it is so placed that farmers can inspect it from both sides. Constructed of heavy lumber, it has a platform raising the first display level several inches from the floor.

Parking facilities on the streets of Gurnee are ample to handle the traffic, since cars are able to swing off the highway in front of the store. A large building adjoining the store is used at present for warehouse space. Future expansion plans call for additional display and warehouse space, all of which will be located under one roof.

Lock Sets Displayed as Used on Doors Help Boost Sales

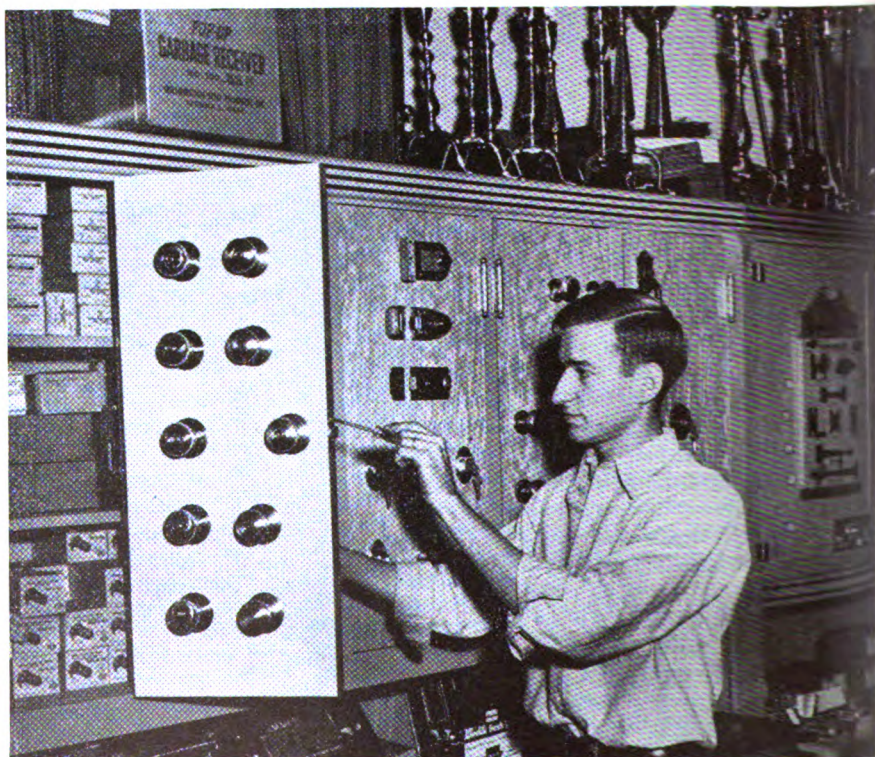
Locks and cabinet hardware are mounted on wall case panels in the same fashion as they are intended for use in the recently remodeled store of the Alex Smith Hardware, Corvallis, Ore.

Each panel door is of a different thickness, corresponding to the thickness of actual doors. Thus a builder can see how a lock will look when it is in place.

The display case panels, made of fir plywood, are of three thicknesses: $1\frac{1}{8}$ in.; $1\frac{3}{8}$ in. and $1\frac{3}{4}$ in.

The back sides of the panels are painted or varnished in different ways. One, for example, was finished in satin finish white enamel; another was painted with thinned white paint, and then wiped off, to bring out the grain; a third was finished with stain and covered with two coats of varnish. A fourth has a green enamel finish. A fifth is finished in pastel blue.

Besides showing off the locks and cabinet hardware to best advantage, the use of different finishes also promotes the sale of paints and varnishes.



Walter Schmidt, an employee, finishes the installation of a mortise, tubular lock on a display panel.

Fire

Can Put You

Out of Business



This can happen to you.

43 pct of stores ravaged by fire never get going again. Hardware stores are especially vulnerable to blazes. Check yours now for prevention and protection

Small fires that cause big headaches don't usually make the headlines. But there are enough of these small fires occurring every day in hardware stores throughout the nation to cause dealers to make a serious study of the fire problem in their field.

Many dealers, complacently, feel that a good fire insurance policy will fully protect them from the ravages of fire. They do not look ahead to the aftermath of a blaze—lost records and customers, handicapped production and periods of unemployment while awaiting repairs.

Recent surveys show that 43 pct of those businesses razed by fire never get to their feet again. Of the remaining 57 pct of fire-stricken businesses, 28 pct are forced to close their doors within three years.

What can you do to be on the safe side? The answer can be summed up in two phrases: *fire prevention*

and *fire protection*. Neither one, by itself, is enough. You need both. But the merchant who does his best to eliminate and reduce hazards and then follows through by installing and knowing how to use approved fire protection equipment stands a far better chance of staying in business than his complacent competitor.

The experts say that 90 pct of all fires can be prevented or controlled with negligible damage. In other words, most of the costly fires we have in this country are inexcusable. They could have been prevented, or they could have been controlled before total destruction.

Cigarettes and matches rate high on the list of fire starters in hardware stores. The easiest way to erase this hazard is to ban smoking completely, but if this proves impracticable, see to it that you keep on hand an adequate number of ash trays for use by customers and em-

ployees. This is just part of the precaution, though. If left to accumulate, the cigarettes and matches in these ash trays can prove to be potential fire starters.

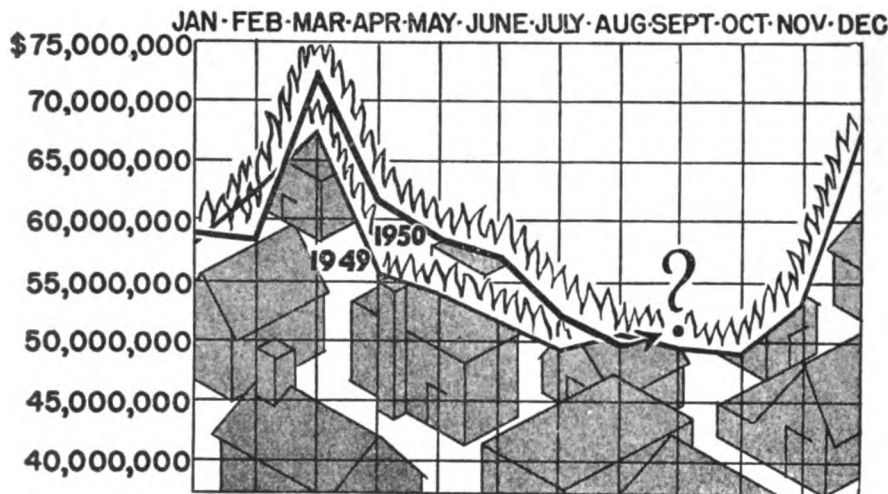
Because of the flammable nature of many hardware displays—it is wise to station large sand urns at the doors to catch discarded butts.

Lay Down the Law

In the basement and stockroom, both containing merchandise and debris that provides fuel for fire, it is advisable to prohibit smoking entirely. Post large red-lettered "No Smoking" signs in danger areas and enforce smoking rules strictly. Constant vigilance is the best defense on hand to combat the smoking menace.

Although licensed electricians are the only ones expected to be experts on the subject of electricity, everyone can become familiar with the common hazards found in this

The Trend of U.S. Fire Losses



National Bureau of Fire Underwriters

classification. For good reasons, the fuse has become known as the safety valve of the electrical circuit. Many people, however, underestimate the worth of the common fuse. It serves to prevent fire by relieving heat pressure caused by the overloading of the electric line.

Knowing this, many hardware dealers practice the use of substitutes for fuses—bridges, pennies and jumpers—all of which hinder the service which the fuse performs.

Many hardware stores use electrical displays to highlight hardware counter items and these require careful inspection for overheating. All flammable material can be stored a safe distance from this equipment to avoid possible ignition. A close check of the apparatus at periodic intervals will reduce the possibility of worn equipment causing a blaze. You can encourage employees to report trouble spots immediately upon discovery and then do your part by repairing them immediately.

It is wise policy to invest in the services of a licensed electrician at least once a year to inspect your entire electrical system for any possible defects. Those so-called money-saving "handyman repairs" are sometimes the cause of tremendous fire loss.

Faulty furnaces and other heating equipment account for a substantial portion of hardware store fires. By taking a few simple precautions, the chances of such fires starting can be greatly reduced. Much of the trouble is caused by sparks escaping into the basement and igniting flammable debris.

Flues, ducts, chimneys and drafts should receive regular checks and repairs made immediately when loose bricks, crumbling mortar, rust holes and poor fittings are found.

An approved fire extinguisher, stationed in the vicinity of the furnace, will always prove handy for use in time of emergency.

Inspect Heating Unit

Occasionally store owners try to force a furnace to bring the heat level of the store up quickly. This places unnecessary strain on the entire heating plant, from boiler to pipes and invites trouble. It is wise to dust ducts, registers and piping frequently and as in the case of the electrical system, to call in a qualified expert to give the heating unit a thorough going-over at least once a year.

Fire department inspections in towns throughout the country have shown that many dealers are unaware of the part the basement plays in contributing to retail fires. Surveys show that 42.7 pct of all mercantile fires originate in the basement.

Cartons, crates, packing cases, etc., all have their place in the basement, but only if they are stacked in orderly fashion. Flammable material should be stored as far away from the furnace as possible, and should be removed.

Spontaneous ignition of oily material, rubbish and litter and paint materials is the major hazard in hardware stores. Spontaneous ignition caused the destruction of a hardware store in Auburn, Cal., early in July. When the firemen

left the scene, the owners were left to face over \$50,000 in fire damages.

Visit Basement Daily

Since the basement is the least frequented place in the store a fire can easily gain overwhelming headway before signs of fire are recognized upstairs. Therefore, a periodic daily check of the basement is indicated.

On the "protection" side of the ledger, fire safety experts feel that more effective use of fire protection equipment will insure the control of many small fires. If more protection equipment is available, and if more people are taught the correct use of the equipment, authorities believe a substantial percentage of the annual fire loss total can be eliminated.

Owners of many larger hardware stores are discovering the worth of employee fire brigades in retail establishments as well as in industry. An ever-increasing number of stores have set up specially-trained brigades in an effort to cut the cost of fire's destruction.

Fire safety is sometimes a hard thing to sell. The hardware dealer wants to stay in business himself. By safeguarding his premises with sound fire prevention and an adequate supply of Underwriters'-approved fire extinguishers, he will be well on the way to maintaining a fire-safe store.

Is your store prepared for fire—if and when it strikes?

Rest Room Builds Goodwill

A big western store which does a large business with both rural and townspeople has a Customer Rest Nook on its first floor, equipped with wicker furniture, recent magazines, pay telephone and package checking facilities. In addition, the store has a second floor auditorium which it gives free of charge to women's clubs for meetings. The auditorium has a model kitchen which clubs can use for refreshment serving, and this always makes a big hit. These two customer services increase the store's traffic considerably.

In order to encourage clubwomen to use a spare room on the second floor for meetings, another store offers free cream, sugar, cups and silverware for use by clubs wishing to serve refreshments after meetings. The clubroom is in constant use, bringing much traffic into the store.

terior display used during
a bulb selling season.
is display is put up about
pt. 1, the window follows
a week later.



Profits in Flowering Bulbs

By H. C. RUSH

Manager
Sprague's Hardware Co.
Trenton, N. J.



H. C. RUSH

Here is a first-hand report on how one dealer built up a profitable, fast moving business in flowering bulbs. The author tells here how he started the line, the kinds of displays that are most effective, and how bulb sales encourage the buying of related items

For the hardware dealer who wants to add a profitable and fast selling line, our suggestion is that he try garden bulbs, such as tulips, daffodils, narcissus, crocus, hyacinth. That has been our experience.

A year ago, due to a few in-

quiries from our customers, we decided to stock a few in order to see how they would sell. We knew little or nothing about the bulb business, and had no idea how to buy or merchandise this item.

We wrote the Associated Bulb Growers of Holland for possible



This colorful window display of bulbs is a sure eye catcher. Note how related merchandise is worked into the trim.

sources of supply and general information. This group very kindly sent us information, display material and bulb culture booklets for distribution to prospective customers.

Source of Supply

Next we looked for a source of supply, finally selecting Macomers since the bulbs from this company are very attractively boxed with full color pictures of the contents on the front. These are available in three different size packages to retail for 39¢, 59¢ and 98¢. The number of bulbs in each package varies with the variety.

With a source of supply chosen, we ordered a few dozen. When this shipment was received, we had serious misgivings as to our ability to sell this quantity, especially since this was an entirely new item with us.

However, we not only sold the first shipment, but had to reorder three times. In the course of the season, September 1st to December 1st in this locality, we sold a total of 30 dozen! At a full 40 pct

markup, this turned out to be a very profitable item.

A decided jump was also noted in fertilizers and small garden tools which ordinarily are stored away for next year at this point in the fall season. In the spring we also stocked gladiola, dahlias, cannas, lilies, and rose bushes. Again we noticed a decided jump in the sales of fertilizers and garden implements, fully 25 pct over the previous year's sales of these items.

Since the fall bulbs were such a success last year, we purchased more heavily this year. As an initial order we purchased 36 dozen boxes of the 59¢ and 98¢ sizes. We found that these sold better than the 39¢ size. We also went a step further and, in addition to the packages, we now carry loose bulbs in varieties not available in the boxes.

Expect Doubled Sales

We purchased from Associated Bulb Growers, at a very nominal cost, a set of full color pictures of our loose bulbs, and made them

into a book so our customers might select the colors they desired.

This has also been very successful, and to date we have sold over 1500 loose bulbs. We are now certain that our sales will almost double last year's sales. People who last year purchased a dozen bulbs are returning this year to purchase additional colors and quantities.

Repeat Customers

We would like to stress one point. Bargain bulbs do not pay. There are bulbs on the market which may be cheaper in price, but do not bloom as well. Remember, a satisfied customer will return, and will often sell some other person.

The people who bought from us last year seem well satisfied, and are returning to buy even more this year. Another thing we have done is to prominently display the boxes in the window, and at three places in the store. This very often leads to impulse sales. All in all, it represents very nice, clean sales and is very profitable.

Builds Sales by Surveying Customers' Needs

New hardware store circularizes its territory, to learn what its trading area wants. Although sales from regular stocks are booming the firm is also enjoying 10 pct of its volume in merchandise purchased on special order.

"The Tool Box, Norvell & Wilson, Props.," as a sign above their store in Darien, Conn., reads, is operated on the principle that one of the firm's most important assets is customer service and satisfaction.

Although opened in May the store has already circularized its trading area to find out what people want that it doesn't stock and to let folks know the wares it does offer. This circularization has had some very interesting results, for to date the store has enjoyed a dollar volume of at least 10 pct in goods which it does not stock, but has obtained on a special order basis.

A recent worthwhile example was a \$138.00 order for outdoor fireplace equipment, purchased on special order.

Another bit of unusual service resulted in the sale of some cabinet hardware a customer wanted to use in creating some early American style bedroom furniture. When the customer was shown furniture in Mr. Norvell's own home, he decided that the cabinet hardware used on a dressing table was just what he wanted. Mr. Norvell removed the hardware and sent it to several factories to inquire as to whether they could provide like hardware. finally locating one concern which could do so. That particular order did not run into the figure the fireplace equipment did, but it was a goodwill builder, a profit maker and a source of much valuable word-of-mouth advertising.

Editor's Note: A detailed description of The Tool Box was published in the July 13, 1950, issue of HARDWARE AGE.

HELP! HELP! HELP!

Will You Help Us Serve Darien with Quality Hardware at Fair Prices?

We wish to carry Complete Stocks of the various kinds of Hardware Items that are listed on the enclosed card

Would you please check the Items that interest you and return the card to us

Please show your name and correct address

Our Policy

1. Complete Stocks of Guaranteed Goods
2. All Items Priced in Plain Figures
3. Prices are Net - Not List and Discount
4. Same Price for Cash or Charge Customers
5. Prompt, Courteous Service
6. Orders for Non-Stock Items filled Quickly

Pay your Sales Tax in Connecticut and help your Home State

We welcome Comparison of our Net Prices and our Quality with other identical goods



THE TOOL BOX

ED. NORVELL & AL. WILSON
PROPRIETORS

21 TOKENEKE ROAD
DARIEN, CONNECTICUT

Come in and see our Store and let us give you a Yardstick

Inside of self mailing piece inviting opinions as to lines wanted and offering a free yardstick.

To date the new firm has sent out nearly 5,000 mailings to people in Darien, and within a 10 mile radius, inquiring as to which lines they

want the store to offer. Sixteen groupings were listed on a business reply card and opinion invited as to whether the store should remain

open Thursday or Friday evenings, each week. Returns on the first mailing of 4,000 numbered 82. One thousand additional mailings have since been made and another 1,000 will be used.

In addition to those who replied, on the firm's mailing cards, numerous people made personal visits to the store to comment about it. It is estimated that as a result of the mailing in excess of \$1,000 worth of merchandise has been sold.

A self contained mailing piece invited the help of people in Darien and environs, in determining the lines the store should offer. Printed on buff paper, 8½ by 11 in., the illustrated circular offered visitors a free yardstick, made of ¼ in. stock and clearly marked. To date 1500 of these have been given out. The yardsticks, with the store's name and address cost 10 cents each, and have a hole for hanging. Most people visiting the store to obtain yard sticks made purchases of \$1.00 or more.

Cost of the mailing pieces was \$125.00 for 6,000 circulars and business reply cards, the job having

been produced by offset process. Each circular was mailed for one cent and the reply cards cost the store two cents postage for each one returned. Addressing was on a machine made by Master Address Co., Minneapolis, Minn., and purchased at a cost of \$70.00, including supplies for a list of 6,000 names.

The Tool Box owners obtained their mailing list from telephone books and by watching news items in a local newspaper.

One newcomer found the mailing piece in his letter box, the day he moved in, and in a period of two weeks purchased in excess of \$50.00 worth of merchandise. Another recipient of the mailing purchased a total of \$150.00 worth of goods in a three week period. Perhaps the most unusual situation concerning the mailing piece was that of a man who picked one up on the floor of the Town Hall and then visited the store to become a regular customer of it.

Of 37 families which have recently moved into Darien, and have received the mailing, six visited the store promptly and have been re-

peat customers, some for sizeable purchase.

Of the results of the mailing Ed Norvell observes, "We appear to be holding new customers attracted by these mailings. The 16 lines we mentioned on the card were those we already had in stock or were considering. We previously carried home freezer supplies, but the replies have shown such great interest in them that our stocks and display have been greatly increased. Our sales of such goods have shown a decided increase as a result."

Persons replying, to the invitation—in excess of two per cent, so far—receive a typewritten letter from the store. In some instances these replies are based on form paragraphs, others being specially dictated letters. Where inquiry is for specific types of merchandise, circular matter on such lines is sent. A young woman, hired on a part time basis, types out the letters.

One person replying suggested that the store should use circular mailings on a regular basis, another asked for information as to the building of a home, which resulted in the partners placing the inquirer in touch with general contractors, and carpenters who are following through on the inquiry. Al Wilson visited the inquirer and also contractors in his behalf.

A prospect inquiring, in the reply card, about window glass was given the requested data plus information about screens and insect screen cloth as a bid for the sale of additional merchandise. Of 30 people suggesting the store be open one evening a week, 17 favored Friday night, the balance Thursday evening, and so the store will be open Friday evenings.

Strongly promotion minded Ed Norvell says, "In effect Darien is a suburb of New York and so we have to promote our wares and services. We don't turn down any offer of circular matter and will continue to use as much of it as possible. The Tool Box has quite a variety of merchandise to sell new comers when they move in. Mailings will be sent out periodically — for Christmas goods, on seeds and a variety of other goods, particularly those of a seasonal nature."

As a tie-in with its other activities the store already has a list of 25 plumbers, electricians, yard men, painters and carpenters, for the benefit of old and new residents requiring such names and addresses.

FIRST CLASS
 Permit No. 87
 (Sec. 34.9 P.L.&R.)
 DARIEN, CONN.

BUSINESS REPLY CARD
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

2¢-POSTAGE WILL BE PAID BY—

THE TOOL BOX

21 TOKENEKE ROAD

DARIEN, CONN.

I am interested in the following lines:

1. Hand Tools <input type="checkbox"/>	9. Lawn Mowers <input type="checkbox"/>
2. Power Tools <input type="checkbox"/>	10. BPS Paints <input type="checkbox"/>
3. Garden Tools <input type="checkbox"/>	11. Painters Accessories <input type="checkbox"/>
4. Insecticides <input type="checkbox"/>	12. Cleaning Supplies <input type="checkbox"/>
5. Fertilizers <input type="checkbox"/>	13. Keys Made <input type="checkbox"/>
6. Marine Supplies <input type="checkbox"/>	14. Plumbing Repair Parts <input type="checkbox"/>
7. Pet Supplies <input type="checkbox"/>	15. Electrical Repair Parts <input type="checkbox"/>
8. Deep Freeze Cartons <input type="checkbox"/>	16. Fishing Tackle <input type="checkbox"/>

Would you like us to remain open on one night each week?
 Thursday night ☐ Friday night ☐

Suggestions.....

Name.....

Address.....

Business reply card used to attract more people to the store.



The Stocks Smith hardware store in Atlanta, Ga., located between two supermarkets.

Attracting Supermarket Shoppers

This store is located between two supermarkets. Here's a report on how it attracts the supermarket shoppers and builds hardware sales by using traffic stoppers such as greeting cards.

Is a location between two supermarkets a good spot for a hardware store?

Stocks Smith Hardware Co. has found it to be a very good location.

In 1949, Jackson Stocks Smith, Jr., bought out a hardware store at 776 North Highland Ave., N. E., Atlanta, Ga., situated between two large supermarkets. He believed that many women would walk from one store to the other in search of

bargains, and he felt he could attract a portion of this traffic to his store.

That he has succeeded to a large extent is indicated by the fact that he sold \$1,000 worth of Christmas cards last December. Other attractions for women that do not depart so radically from the usual hardware lines include a gift section and colorful kitchenware.

"We want people to make a habit

of visiting our store," Mr. Smith explains, "and we have to have some means of getting them to come in. The greeting cards have done wonderfully well, and we display them so they will be visible to passers-by."

Window displays all point up definite suggestions. One week the store displayed garden tools, another week cleaning supplies. Another week's display covered paint.



Mr. Smith, the store manager, shows here, finds greeting cards a successful traffic builder. This display is in the front of the store.



Gift items of this type appeal especially to women who make up a majority of the supermarket shopping crowd.



Cleaning supplies is another type of merchandise that has special appeal to women shoppers.

As the holiday season approached, Mr. Smith devoted an entire window to Christmas cards. Windows are kept full of merchandise. Mr. Smith has spent as much as six hours on a window display.

"Often, when we change the windows on a Friday, we feel the effect on Saturday," remarks Mr. Smith.

Once inside the store, customers notice the array of paints displayed on open shelves, as well as other hardware items, all plainly price-marked. Whether or not they buy, Mr. Smith says, they learn where such items are obtainable.

A large number of frame houses in the neighborhood will need paint, and it should occur to some of these customers to buy their paint in the neighborhood hardware store. Paint is the biggest seller, a large portion of it being sold to women.

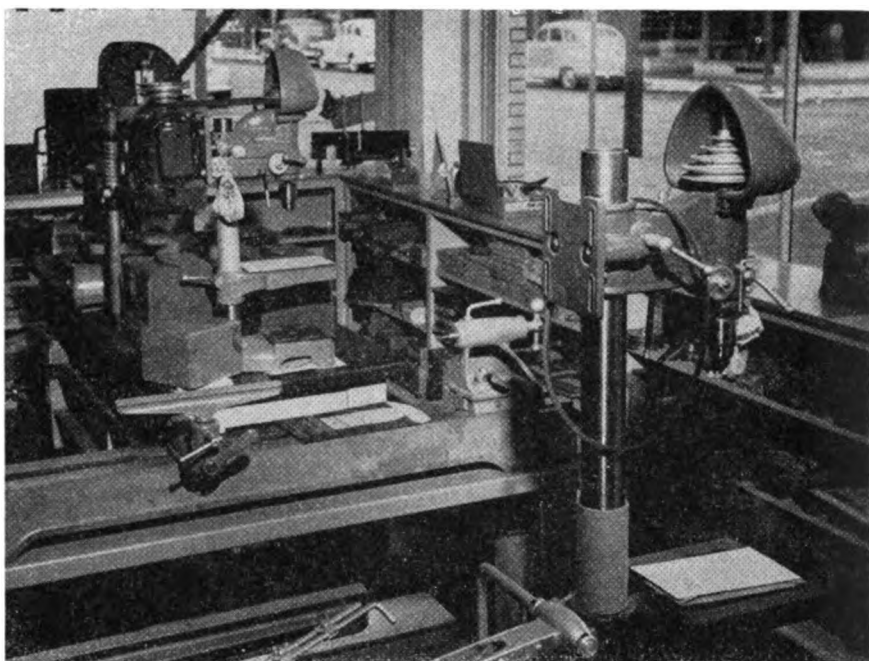
Mr. Smith feels that open displays do their own selling, and that open sections for screws and other small hardware permits self-service at a saving in shopping time. Sales of light bulbs quadrupled when put in open display.

A small section near the front features gift items ranging in price from \$1 to \$5. As there is no gift store in the neighborhood, these items move well, especially in June when there is a peak demand for wedding gifts.

A barbecue line, including picnic grills, baskets, and jugs, was successful. Lawn mowers, displayed outside, have moved well, 25 being sold this year as against three last year. Glassware, plastic

(Continued on page 54)

Displaying power tools up front by the windows helps move more than \$10,000 worth in a town of 6,500.



Customers' Purchase Record Aids in Power Tool Selling

*Index system gives data on previous sale,
thus saving time for buyer and salesman.
Stock control helpful adjunct*

Taylor Hardware Co., in McMinnville, Ore., a farming community of 6500 people, sells between \$10,000 and \$12,000 of power tools in a year by using a record system of customer's past purchases and a stock control system.

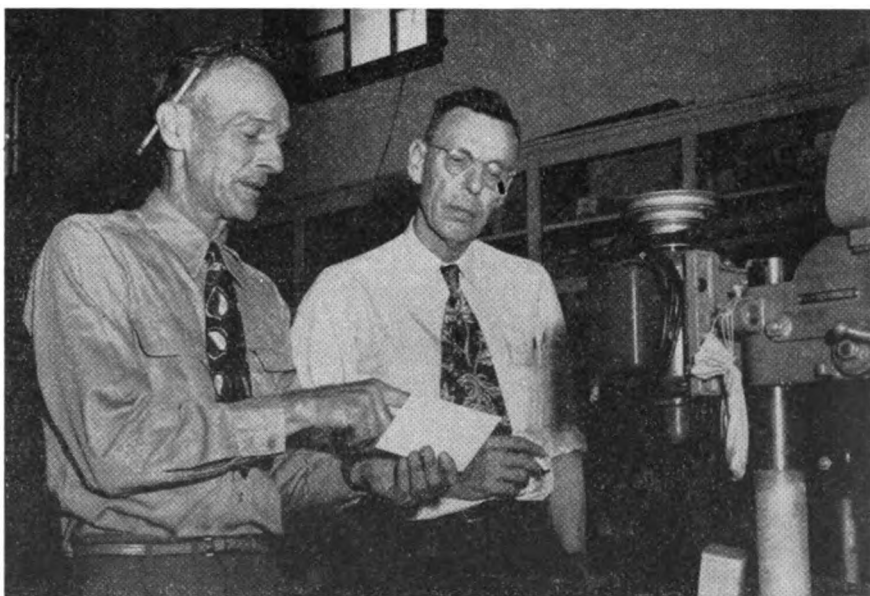
The two brothers who operate the business, H. A. and S. S. Taylor, have made power tools an important line by using the following methods:

A card index file record is made of each purchase of a power tool.

"We list the name and address of each purchaser and the tools he purchases. This is a big help when a customer comes in and wants spare parts," says H. A. Taylor.

"When a man comes in and says 'I want a blade for my saw,' we can look him up in our alphabetical

(Continued on page 52)



H. A. and S. S. Taylor keep a buyers' file of power tools as well as a stock control record.

A Profit



Modernization was continued in the interior to provide a pleasant atmosphere where the ladies with some privacy, could select gifts, china or housewares.

In Minden, La., a town of 7,500, gifts, china, and housewares have been developed into the best traffic builders the Webb Hdwe. & Furniture Co. has had in its 48-year history. W. B. Life, president of the firm, values these departments so highly that his recent remodeling of the store accents and dramatizes them as never before.

The remodeling, which included a new store front of green stucco and glass, was part of the program to attract more women customers and then with modern interior displays to provide the attractive setting that housewares and gifts demand if they are to be sold profitably.

Remodeling was undertaken while business went on as usual

and the first to receive the touch of modernization were the balcony and second floor so that gifts, china, and housewares would be the first to receive the benefits.

Those departments are so located as to offer the lady who wants to select a gift, some china, or some housewares a certain amount of privacy and leisure in making her choice. This is afforded by the balcony which houses the housewares and china, and the second floor, a few steps up, where the gift department is located.

On the balcony, china and glassware display are arranged along one side. Opposite are the housewares—aluminum and stainless steel, and kitchen sundries.

Fixtures for displaying them



The housewares department is arranged along one side of a balcony away from the hardware department. A few steps up and the customer is in the second floor gift department.



Modernization to attract women began with a new store front in green stucco and glass and a handsome sign.

were selected to show each item individually. China is shown on stepped-back shelves with the glassware displayed on glass shelving above the china racks. Extra storage space is available under the displays.

The proximity of the departments to each other cuts sales costs, for the saleswomen—one for each of the departments—can handle sales in any of the sections. This specialized staff of three also stimulates volume by telephoning to

Making Trio— Gifts

China

Housewares

Modernization gave these departments the setting they require to exert maximum selling appeal



customer sees in current women's magazines. And lately, the manager has noted a trend toward buying higher quality in china and glassware.

The store's lumber yard presents an excellent means of promoting china, gifts and housewares and departmental promotions are beamed at new homeowners or those who are modernizing their homes.

Sales coordination between all departments has always been close and the lumber salesman when making a sale find out whether the lumber is for a new home or for

one that is being remodeled. That information helps the salesmen to suggest that the customer find his other needs in other departments of the Webb Hdwe. whose slogan long has been "Everything for the Home." Few people remodel or build new homes without becoming immediate prospects for new kitchenware, china, or interior decorating items.

Further close contact is kept with home owners through the store's special mechanic who is employed doing odd repair jobs for customers such as dressing off

(Continued on page 52)

leads given to them by salesmen in other branches of the business.

Merchandise for the china and gift departments covers a wide range of prices and qualities in open stock patterns. This enables women of limited income to collect fine dinnerware sets by accumulating their pieces gradually. Open set patterns also bring customers to the store more frequently.

Buying is in charge of the department manager whose selections are governed largely by what the

Display fixtures for china and glass, opposite the housewares section, were designed to give maximum display to the many patterns carried by the store in several price ranges.





Four stores-in-one were combined behind this new visual glass front, by breaking down some of the dividing walls and cutting large archways in others. Street traffic can see completely through the main store. An arcade has been provided for the protection and convenience of customers. On the front is one of the largest neon signs in the city.



A Modern Bid for Better Business

Hardware Age takes you on a photo tour of the quarters of Sumner Co., Ltd., large hardware store in Moncton, New Brunswick, Canada, to show how a \$200,000 modernization program, including a new store front—new display fixtures—new lighting system and other innovations, built bigger and better and old and new business for the firm



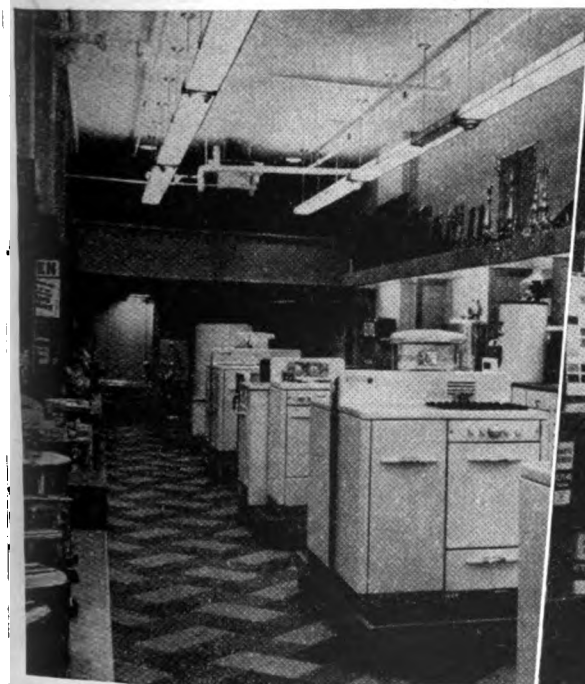
Sporting goods get sales and display emphasis in their own department. An effective sporting goods window display was one which was built around live trout against a background of a waterfall and natural wood scene. Attractive asphalt tile floor, such as can be seen in this photo, was installed throughout the building.



A new basement department has been opened primarily for the convenience of the hardware and plumbing trade. A novel feature, attracting wide attention in the hardware department, is a miniature house about 12 ft sq containing 100 or more different building materials and supplies from glass blocks to roofing and hardware. This is arranged so that a customer may see and examine the various materials.

The modernization program included complete rewiring of the building to provide two-lite fluorescent fixtures with spotlights placed every 8 ft in the retail departments. New display fixtures, installed everywhere, are of light oak finish and designed to display approximately 50 pct more merchandise.

At the back of the appliance department is the mezzanine which extends across the retail floor to provide space for retail managers and store supervisor. Canopy treatment was used on all wall displays with glass and painted shelving to display smaller merchandise.





Self-service counter used to simplify shopping by women.

Self-Service Spurs Sales To Women

This San Francisco store built up sales of household hardware merchandise to women by taking two simple steps. Here is a report on what they did and how it worked.

Many women still feel that a hardware store is male territory. A large part of this feeling is probably due to their unfamiliarity with the names of items other than giftware, kitchenware, etc., which a household commonly needs.

Charles Brown & Sons, who have been selling housewares to San Francisco, Cal., women for more than 90 years, felt they could attract more women customers into their hardware section if they took steps to make shopping easier for them.

These steps consisted of (1) using saleswomen where previously only salesmen were used, and (2) setting up semi-self-service counters for miscellaneous household hardware merchandise.

The plan worked. Women customers appreciate women saleshelp, whom they find more courteous to them than men when they don't know the names of articles, according to department manager William J. Kanthal. Salesgirls are more patient with them.

More important, however, the self-help display counters save women embarrassment of stumbling over a name. They can go to one of these counters and select what they want, both as to class and style, without ever knowing the proper name.

While sales in these small items have been boosted, the greatest value is in the savings of a salesman's or saleswoman's time. Instead of taking up to 10 minutes for a salesman to show several styles of a

THERE'S A



WAREHOUSE NEAR YOU

★ Star Machinery Co.
Seattle, Wash.

★ Berenson Hardware & Supply Co.
Portland, Oregon

Hibbard, Spencer,
Bartlett & Co.
Evanston, Ill.

Harper & McIntire Co.
Cedar Rapids, Iowa

Henkle and Joyce Hardware Co.

★ Lincoln, Nebraska

★ The Mine and Smelter Supply Co.
Salt Lake City, Utah

★ The Mine and Smelter Supply Co.
Denver, Colorado

★ Harper & McIntire Co.
Ottumwa, Iowa

★ The J. H. Johnson Hardware Co.
City, Michigan

★ J. H. Johnson Hardware Co.

★ Harrison Wholesale Co.
Chicago, Illinois

★ J. A. Williams Co.

★ Belknap Hardware Co.

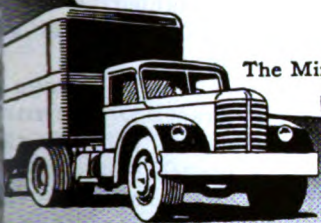
★ Louisville, Kentucky

★ C. M. McClung & Co., Inc.
Knoxville, Tennessee

★ Toolkraft Corp.
Springfield, Mass.

★ Newark Specialty Co.
Newark, New Jersey

★ Frederick Trading Co.
Frederick, Md.



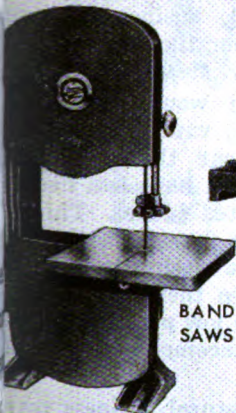
★ The Mine and Smelter Supply Co.
El Paso, Texas

★ Peden Iron & Steel Co.
Houston, Texas



LATHES

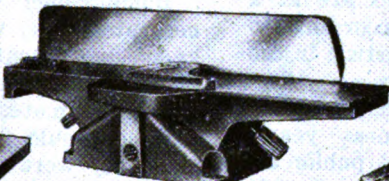
DRILL
PRESSES



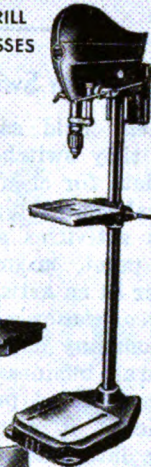
BAND
SAWS



GRINDER POLISHER



JOINTERS



Darra-James — America's fastest growing line of Power Tools has warehouse facilities in every major city from coast to coast. There's a fast growing demand among your customers and a well stocked jobber to give speedy, economical delivery wherever and whenever needed.

National Advertising and Dealer Helps back you up in supplying the demand for over 200 Darra-James Power Tools. The professional tools at a home workshop price.

ADVERTISED IN THE MAGAZINES YOUR CUSTOMERS READ!

Popular
Science

Popular
Mechanics

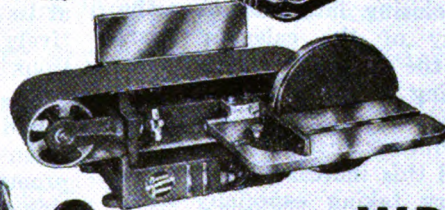
Mechanix
Illustrated

- ★ Tilting Table Saws
- ★ Tilting Arbor Saws
- ★ Drill Presses
- ★ Band Saws
- ★ Bench Grinders
- ★ Lathes
- ★ Sabre Saws

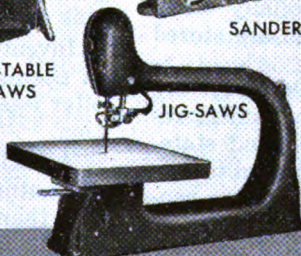
- ★ Portable Electric Drills
- ★ Disc and Belt Sanders
- ★ Jig Saws
- ★ Electric Motors
- ★ Power Tool Stands and Accessories



TILT-TABLE
SAWS



SANDERS



JIG-SAWS

WRITE

for complete information, get all the merchandising facts. Remember Darra-James Power Tool distribution is growing fast. Share in these easy profits — Write now or order from your jobber.

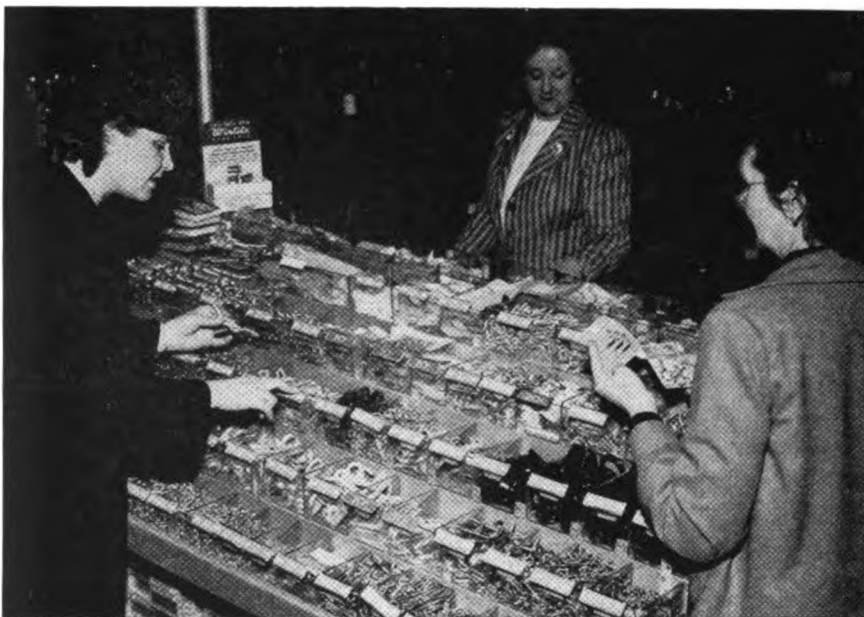


toolkraft

Professional Tools at a
Home Workshop Price



CORPORATION
SPRINGFIELD, MASSACHUSETTS. U. S. A.



Use of saleswomen was found to spur purchases by women shoppers of small household hardware items.

25¢ item, the customer can now look them over herself, and needs to ask only one or two questions of the salesman before making her purchase.

The store has been able to cut down by two on the number of salespeople needed in the department, and has been able to use these men elsewhere.

Three counters are located in the central part of the store, two holding five decks of displays in pyramid style, and one containing four tiers. Several varieties of such items as door stops, door handles, bureau drawer knobs, hooks, hangers, locks, and other household items are grouped by class of merchandise and are clearly marked as to price.

Saves Salesman's Time

The customer can inspect as many of these as she wishes before making her choice, and all without using a salesman's time.

The four-deck counter contains larger items, such as balls of twine, heavy cord, etc. A fourth counter built against the wall is filled with various plumbing and bathroom items.

Tied in with the plumbing counter is a live display of a faucet aerator. An aerator has been attached to a continually running faucet with the stream of water directed on the bottom of an up-turned pot. This actual demonstration of the splashless quality of the

aerator has sold many thousands to San Francisco women, Mr. Kanthal says. Customers can select the

Savings Seen in Switch From Dec. 31 Book Closing Date

Business men could save time and money if they switched from Dec. 31 as a date for closing their books to a fiscal year ending when their business activities are at a seasonal low point, according to Edward Mezner in an article in the *Journal of Accountancy*.

Even if a company has no well-defined "natural business year," Mr. Mezner, a certified public accountant, believes it can benefit from a closing date other than the last day of the calendar year. Among the disadvantages of a Dec. 31 closing date, he says, are the following:

Midwinter weather is usually bad and this increases the cost of inventory taking especially when the stocks to be checked are stored outdoors.

Since January and December are months when many government reports must be prepared and statements of earnings furnished to employees, bookkeeping staffs are usually heavily burdened with work.

Most accounting firms are extremely busy at this time.

Banks are also engulfed by the mad January rush. They could devote more study to the business man's credit and other problems at another date.

aerator from the plumbing display counter. Women who need help in other sections of the hardware department usually turn to male salesmen rather than to women.

The self-service counter for women is a development of an idea that has been used for male customers. Home work shop tools, camping equipment, and other articles appealing principally to men have been displayed on counters of this type for many years. It was their success that inspired trying the experiment with women.

One of the heaviest buying periods in the department now occurs between 11:30 and 1:30 when working women from neighboring stores and offices dash in to make a few lunch hour purchases.

Charles Brown has two stores in downtown San Francisco. The main store is located at 813 Market Street, and a branch store at 156 Geary Street. The hardware department and self-service counters are located only at the main store, and cater to a middle income group.

The advantages of changing from Dec. 31 as a business "closing date" to another time of the year, as listed by Mr. Mezner, are:

Businessmen would have more accurate books, with more reliable knowledge about their activities since they would have less need to rely on estimated figures. This advantage would flow from the fact that they were closing their books at a time when their activity was at its seasonal low point with relatively few uncompleted transactions pending.

Use of a "natural business year" would permit inventory taking when stocks are lowest. This would promote accuracy and economy in this task.

Inventory taking at the ebb point in the natural business year would offer less interference with production.

Auditing expenses at the end of the natural business year would be less than in December because inventories would be low and business volume down.

Over-time expenses involved in closing the books would be avoided because the natural business ending would come when employees had the least work.



These displays are at the front of the store, adjoining the major appliance section.

4 Markets For Plumbing-Heating Sales

They are the farmer—the home owner, the summer renter and industrial firms. And adding service to sales maintains volume the year 'round.

By tapping four definite markets or business, the Shawano Hardware, Shawano, Wis., has built a profitable plumbing and heating volume. These markets are: Farm, resort area, industrial and home areas.

Some of the markets are seasonal, but the farm business, especially, is an active 12 months' prospect. It is not unusual for farmers to spend from \$800 to \$3,000 at one time for plumbing and heating jobs and to pay cash when the work is completed.

Herman and Arthur Gast, owners, who have been in the hardware business in Shawano, with a population of less than 6,000, for the past 12 years, have a well trained crew which can handle plumbing and heating jobs promptly and efficiently, and this means a great deal to customers. A job well done is the best advertising possible, states Herman Gast.

Shawano is the heart of one of Wisconsin's largest and highest producing dairy regions. It is known as the "Milk Center" of the

state, with farmers receiving monthly milk checks ranging from \$500 to \$1400. In addition there is an excellent resort business in the Shawano area.

"For the past several years farmers have been improving their homes, barns and production facilities," states Herman Gast. "They still have good incomes, despite last year's drop in milk prices and they are intent upon gaining more efficient farm production and more comfortable farm living."

Usually, when a farmer installs a

new bathroom or furnace or kitchen, his neighbors come to see it. From such inspections, the Gasts get many prospects for they are always ready to visit farm homes, day or night to discuss home improvements with the owners. This alone results in many jobs being sold.

The four-man plumbing and heating crew also handles water pump repairs. One year, right after the war, the Shawano Hardware sold and installed 139 water pressure systems and today offers service on such systems over a wide area.

In a milk producing region, with numerous calls for barn and milkhouse installations, a good water pressure system is a necessity. Water pump service calls lead to

contacts which result in sales of plumbing and heating items.

The water pump service is also used a great deal by resort and cottage owners, many of whom hire the Shawano Hardware to turn off the water in the fall, drain the systems, and get them ready again in the spring.

With so much emphasis on plumbing and heating, the store naturally accents plumbing fixtures in its displays. Several of them, in the front of the store, display complete bathrooms.

Neatly set up near the center aisle, the main traffic stream must pass them as it moves into the store.

The Gasts have erected tile back-

grounds for these displays to make the settings realistic and appealing to prospects. The backgrounds are low so that they do not obstruct over-all view of the store interior.

"Because we know farmers in this area so well, we grant them the privilege of open accounts for 30 days, and in special cases a little more," declares Herman G. "In 98 pct of the cases farmers pay us for major installations within the 30 days. Many pay the entire amount at one time."

Shawano Hardware also offers a bottled gas service. A large number of farms use bottled gas for home heating and refrigeration and for milkhouse water heating. Many re-

(Continued on page 58)

Customers' Purchase Record Aids in Power Tool Selling

(Continued from page 43)

cal file and see in a jiffy just exactly what kind of saw he owns. This saves time. It also gives the customer the correct impression. He sees we know what we're doing."

In the same card file, stock control of tools and accessories is kept. This system prevents loss of sales by being out of stock.

The Taylor store maintains an inventory of about \$4,000 in power tools and parts. This they turn about three times a year.

Power tools are considered an integral part of the tool department and the power tool section adjoins the hand tool displays.

"Even the fellow who comes in to buy a file or pair of pliers is exposed to the power tool display," says Mr. Taylor. "He has to walk right around or through the bigger tool display to get to the hand tool stock."

Power tools are given a prominent spot, right up by the front windows, near the store's entrance. Accessories for them are stocked on three shelves under the front window.

A wide selection of good selling tools is maintained. The basic stock consists of three sizes of lathes, two sizes of drill presses, two sizes of band saws, two scroll saws, and five sizes and types of table saws.

The Taylor brothers use large and easily read price cards which show the price of units, as well as the important accessories.

The store cooperates with the local school's hobby classes by

occasionally loaning them tools.

The power tool business is promoted by frequent newspaper and radio advertising. Manufacturers'

plans are used and the store takes advantage of advertising allowances made available by the manufacturers.

A Profitable Trio—Gifts, China, Housewares

(Continued from page 45)

doors and windows that stick, installing broken window glass, repairing or installing screen or storm doors, and a variety of other jobs.

The services of this "handy man" are widely advertised in newspapers, or billboards, and by the sales staff in the store.

While the Webb hardware strives

to make women customers feel that it is their store, the firm goes after all the volume it can get from mechanics and craftsmen buying in the tool and hardware department. Both are happy with the new arrangement that gives men and women customers the feeling that some part of the store is exclusively theirs to shop in.

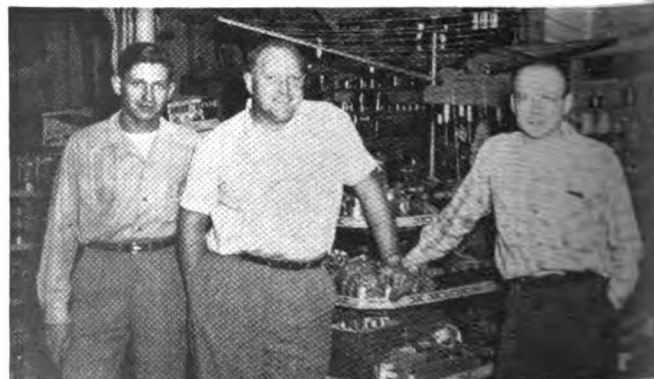
Off-Main-Street Store Doubles Volume

(Continued from page 31)

a credit basis, collection troubles are very limited. Most accounts pay promptly at the end of the 30-day period.

Like other merchants in Highland Park the firm keeps its store open Friday nights until 9 p.m. to its profit.

Bill Davidson, manager, tool and paint department, with owners, Ed. O'Neill and Donald Yakes.





**More
builders
are
buying
Schlage
locks...**



Schlage locks help sell houses

- The lock looks better
- The door looks better
- The house looks better

Schlage lock appearance creates home distinction.
More sales for builders... more sales for you.

SCHLAGE®

SCHLAGE LOCK COMPANY

Bayshore Boulevard Empire State Building
San Francisco New York

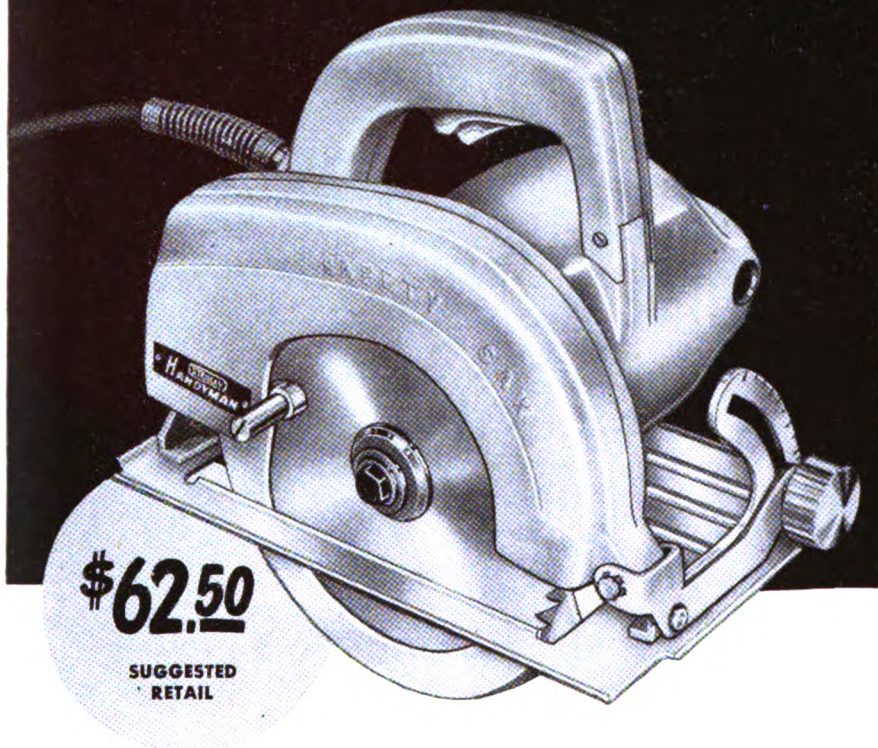
Plymouth design,
one of many distinctive Schlage
entrance door sets.

SCHLAGE... FIRST NAME IN CYLINDRICAL LOCKS

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This new 6" Saw by Stanley

will help you get a bigger
share of the power saw business



CUT YOURSELF A BIGGER SHARE of the power saw business with this new Stanley "Handyman" 6" Safety Saw. Ideal for home owners, hobbyists, carpenters, or farmers.

No other 6" saw has so many big-saw features. For example, helical gears and full ball and roller bearings are used throughout. Multi-grip handle permits safe, comfortable operation in any position. The telescopic safety guard is fitted with an outside finger knob for safe, manual control. Tilting and depth adjustments are secured with big, heavy, easy-to-turn metal knobs. Cord wear is reduced by a coil spring at back of saw.

The "Handyman" No. 065 Saw adjusts for beveling at angles up to 45°, and for depths of cut between $\frac{5}{8}$ " and 2". Operates on A.C. or D.C. Net weight 10 lbs. Supplied with combination blade, wrenches, and lubricant and attractive display carton. Steel carrying case available for \$7—retail. Ripping guide \$2.00 retail.

Get set for the big Winter demand. Order now through your jobber. For literature, write Stanley Electric Tools, 567 Myrtle St., New Britain, Conn.

● Powerful national advertising featuring the Stanley Handyman 6" Safety Saw appears in the home workshop magazines. Tells thousands of interested prospects to see YOU . . . their local dealer.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

Attracting Supermarket Shoppers

(Continued from page 42)

novelties, and decorative tinware have also demonstrated their sales appeal.

Merchandising know-how he has acquired, says Mr. Smith, stemmed from three years spent with a variety chain, as an assistant manager in Sumter, S. C. The head of this chain emphasized, first of all, details and control, including completeness of display. Stocks Smith, Jr., says he could not have started out in the hardware business without the advantage of his background with this chain.

While following through on merchandising ideas gained in chain store experience, he is getting away as far as possible from dime-store merchandise.

"We handle quality merchandise, such as garden tools, and do not cater to the price-conscious buyer. As a result we have satisfied customers who look upon our store with favor."

Customers at Stocks Smith Hardware Co. are in the upper middle class with respect to incomes.

A count of customers as recorded by the cash register discloses that the number of sales per week has doubled in a year from 400 to around 800 the previous year. Mr. Smith has only the months since April, 1950, to compare with months in 1949, but he has found so far that sales volume is running 50 to 75 pct above last year.

Operations, says Mr. Smith, should be profitable this year, although he previously expected to wait four or five years to build up his business.

While he was a chain store employee, Mr. Smith had it impressed upon him that if a store gets a good sales volume, the profit will take care of itself. He would revise this maxim to say: "Have enough store traffic and the profit will take care of itself."

Uses Picture Post Cards To Advertise His Store

Picture post cards showing his good looking store front are used by one merchant to advertise his concern. Used for brief notes not justifying a formal letter they are a constant reminder of the appearance of his establishment. Considerable free advertising results as these cards pass through the mails.

YOU CAN'T BEAT...



Colonial

AT GIVING CUSTOMERS' SATISFACTION

For Colonial customers
have never suffered serious shortages!
We can't do the impossible,
but we come close to it,
serving our customers
during trying times.

*For Over a Quarter Century (in Fact,
Thirty Years to be Exact) Our Manage-
ment Has Manufactured and Merchan-
dised Paint Brushes for Chain Stores*



RETAIL **10¢** AND
UP

ALL MADE OF
PURE BLACK
CHINESE BRISTLES

Note our change of address

COLONIAL BRUSH MANUFACTURING COMPANY, INC.

160 WASHINGTON STREET, NORTH
BOSTON 14, MASS.

Telephone: Richmond 2-2515

NEW YORK

CHICAGO

CASH, BOND and UTILITY BOXES

8 FAST SELLING POPULAR STYLES

PREFERRED for durable
construction

HEAVY GAUGE STEEL

PREFERRED for beauty

HAMMERED SILVER FINISH

PREFERRED for styling

SEAMLESS ONE PIECE

CONSTRUCTION

All corners rounded



Choice of
FLAT KEY LOCK
or CORBIN
COMBINATION LOCK



No. 10 Series (Shallow Box)

SIZE: 11½ x 6 x 2¼"



Made in 4 styles. Available with or without
6 compartment steel tray. Choice of flat key
lock or combination lock.

No. 23 Series (Large Box)

SIZE: 11½ x 6 x 4¾"



Made in 4 styles. Available with or without
6 compartment steel tray. Choice of flat key
lock or combination lock.

ALL STYLES INDIVIDUALLY BOXED

Sold by leading jobbers
WRITE FOR CATALOG



CENTRAL
CAN COMPANY
2415 WEST 19TH ST.
CHICAGO

Export Representatives
Frazier & Co., 50 Church Street, New York 7, N. Y.
Cable Address "FRAZAR" New York



Washington
NEWS and VIEWS

Reports on Events Affecting
The Hardware Business

(Continued from page 10)

The Controlled Materials Plan under discussion would cover steel, copper and aluminum, while a similar plan, but limited in scope, will probably cover such materials as tin, lead, zinc, etc.

OUTLOOK—A decrease in the quantity and quality of many of the major lines handled by the hardware trade in 1951. The production of many items, such as appliances, will be limited severely, but it can be anticipated that actual hardware items will suffer more from quality deterioration. The extent of the decrease will depend in large measure on how much present military appropriations of about \$30 billion are increased.

Aluminum for Civilian Use Cut 35 Pct By NPA Order

Hardware and other retail stores may expect to have fewer and fewer aluminum items on their shelves next year as a result of NPA Order M-7 issued this month.

Under it, manufacturers must limit aluminum use for civilian-type production during December to their average consumption of first half 1950. And as of Jan. 1, M-7 orders an arbitrary reduction of 35 pct in use of aluminum for non-defense items.

NPA says the reduction is essential to defense despite the fact that aluminum production is at its highest rate since 1944, something like 120,000,000 lbs monthly of which military requirements have been taking only about 10 pct. But, NPA says, not only must more aluminum go to the national stockpile but defense and foreign military aid needs will be taking 30 pct of total output by next June.

By that time, the overall production capacity will be increased by some 160,000 lbs annually as a result of putting two idle plants back into production. In addition, new capacity is being planned and a deal has been hanging fire by which stockpile aluminum could be obtained from Canada.

OUTLOOK—Increased supplies of raw aluminum by mid-year does not necessarily mean more goods for the store shelves next Fall, even though M-7 should be relaxed at the time. Laid-off aluminum workers will inevitably be lost to other industries and time would be required to obtain increased civilian production.

FTC Eases Policy on Use Of "Tile" in Advertising

The Federal Trade Commission has announced a new policy applying to the use of the word "tile" as a designation for non-ceramic products. The policy applies to the wide variety of so-called tiles— asphalt, rubber, metal, ceiling, etc., that have gained such wide use in recent years.

Previously, FTC held that any product, not composed of ceramics (generally, other than the type of tile extensively used in bathrooms) must be marketed so as to clearly indicate its actual composition. Now, it is also permissible to merely state that the product is non-ceramic without running the risk of being charged with false and misleading advertising.

OUTLOOK—The new policy not only clears up 10 existing cases, but gives assurance that in the future there will be no complaints filed in regard to advertising these products.

Truman Taxes to Rise But Fair Deal Is Down

Business-minded congressmen have few tears to shed in these opening days of their "lame-duck" session over the passing of President Truman's Fair Deal program.

But Mr. Truman isn't giving up easily on his "something-for-everybody-and-nobody-pays-for-anything" state. The Fair Deal may be down, but it's not out by any means.

Practically speaking, the November elections finished off those parts

SKYROCKET

your sales of

WALLACE "STAR-BRIGHT" #828

Malacca Tin Tableware with this

New Counter Display Deal!



*"It can be inexpensive
without looking cheap"*

WALLACE BROTHERS

Division of R. Wallace & Sons Mfg. Co.
WALLINGFORD, CONNECTICUT

THIS attractive counter display-container is a sure-fire sales builder that can double and triple your sales volume on the handsome new Wallace #828 pattern. Spot two or three displays on your counters . . . put these efficient "salesmen" to work!

The "Star-Bright" #828 pattern is new and modern in treatment. Carbon steel base, double-coated with pure Malacca tin. A low-priced yet durable line of spoons, forks and knives. The exclusive Wallace double tinning process provides an extra bright and lasting finish—actually at *less cost* than comparable lines produced by standard methods.

Here's the deal!

The special display deal consists of 6 doz. tea spoons, 3 doz. table spoons, 3 doz. dinner forks, 2 doz. dinner knives. Assortment is packed in display container, and will be shipped as a unit. Please order through your jobber.

RYERSON STEEL in stock for HARDWARE STORES

Some steel products are in short supply but our over-all stocks are still large and diversified. So contact Ryerson when a customer's order calls for steel you don't carry in regular stocks. We'll gladly cooperate closely on any steel requirement—any steel problem.

PRINCIPAL PRODUCTS

Bars • Structural • Plates • Sheets
Tubing • Alloy Steel • Safety Floor Plate • Babbitt
Solder • Metal Working Tools &
Machinery, etc.

JOSEPH T. RYERSON & SON, INC.

Plants: New York, Boston, Philadelphia,
Detroit, Cincinnati, Cleveland, Pittsburgh,
Buffalo, Chicago, Milwaukee, St. Louis,
Los Angeles, San Francisco

STOCK

the TOP NOTCH line of
CHICAGO

"Safety plus" Hexagon
Head Cap Screws

(Bright or Heat Treated)
for These TOP NOTCH reasons:

- **Constant Demand**—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

- **They're Stronger**—More uniform—give a perfect fit for every replacement need, and . . .

- **They Cost Less**—They fasten faster and tighter—resulting in lower ultimate costs to your customer, which makes them "easier to sell."

- **Better Service**—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

- Hexagon Head Cap Screws, Steel and Brass
- Square Head and Headless Cup Point Set Screws
- Semi-Finished Hexagon Nuts, Steel and Brass
- Hexagon Castellated Nuts • Fillister and Flat Head Cap Screws • Taper Pins • Milled Studs
- Socket Head Cap Screws • Socket Set Screws • Socket Pipe Plugs • Stripper Bolts or Shoulder Screws • Square Head Dog Point Set Screws
- Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
2509 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

of the program that the Korean war hadn't already knocked out. The White House is well aware that the potent Republican-Southern Democratic coalition will call the tune on almost all important legislation for the next two years.

Tax-wise, however, Mr. Truman is going to get some of the higher rates he's asking. Few senators or representatives seriously believe Congress is going to vote the \$4 billion in "excess profits" taxes the Treasury wants. As a matter of fact, there's a strong chance that no tax bill of this type will be passed at all.

OUTLOOK—More and more congressmen are coming around to the idea that sharp increases in corporation tax rates would be preferable to enactment of an excess-profits tax law. They believe the burden of taxation would be more equitably distributed, and that the Treasury would reap even more revenue. Personal income tax rates also are due to be boosted, but on a much more modest scale.

Amended Building Order OK's Damage Replacement

A second amendment has been made to clarify the hastily con-

cocted construction order which prohibited building for recreational, amusement or entertainment purposes. The first amendment discarded the retroactive features of the original order.

Major features of the amendment permit replacement facilities destroyed by fire or disaster (or act of God), if destruction took place subsequent to July 29, 1950, and it exempts cooperative or multi-tenant construction so long as each participant expends no more than \$5,000 on the subject.

Conservation of materials under the order will be negligible when compared with contract construction as a whole. This particular type of building activity during 1950 has been running at only about 1 pct of total contract work at a \$250 million rate. The total contract construction for 1950 is expected to reach \$25 billion despite credit curbs and other limitations.

OUTLOOK—An expected increase in rural construction during 1951 will offset, in dollar volume, the cutback in amusement-recreational building. Farm building next year is currently forecast at \$2 billion, of which \$750 million will be spent on repair and improvement. (Resume reading on page 11)

4 Markets for Plumbing-Heating Sales (Continued from page 52)

sorts and cottages also have bottled gas installations. Arrangements are made with all customers to use a card notification system to indicate when they need bottled gas but the firm will also make emergency deliveries.

Oil Heaters Sell Well

Oil space heaters sell well in this area. Many of the dairy farmers use them as the main source of heat in small homes, or on spacious second floors or in building wings. Oil furnaces are also in favor with many farmers. Because of its numerous contacts with farmers on other services, Shawano Hardware is in an excellent position to sell any type of heating equipment.

"We also keep a close watch on industrial and store construction and remodeling in this section," Mr. Gast explains. "When we hear of a new job of this kind, we make a call and ask for the plumbing and heating. In a surprisingly large number of cases, we have secured

large contracts just by walking in and asking for the business.

"If we didn't do this, some of these firms might go to larger, nearby cities to ask bids on the work."

A considerable portion of the firm's newspaper and direct mail advertising budget is devoted to display and classified ads concerning plumbing and heating merchandise and services. Some billboards and occasionally movie screen ads are used.

Sales and Service Get Volume

"We think there is going to be a satisfactory volume of plumbing and heating business for some time," reports Mr. Gast, "because there are many farmers who have not yet started to modernize, but who have such programs planned. By offering the farmer both sales and service, we think we are in a good position to get our share of this volume."

(Resume reading on page 11)

SELL! SIEBERT! SAFETY!

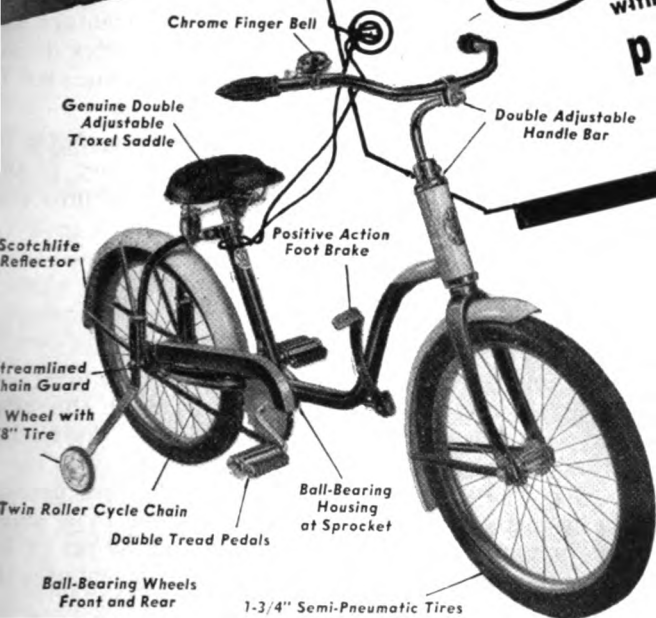
Siebert Sidlones SELL
because they offer an EXTRA
safety feature at NO EXTRA COST.

This name means "MOST FOR THE MONEY"
whether on sidewalk bikes, doll carriages or
"BEAUTIFUL BUGGIES FOR BEAUTIFUL BABIES"

The Sidlone is the ONLY sidewalk bike that
offers DOUBLE SAFETY—trainer wheels
PLUS exclusive FOOT BRAKE.

O-A16 Deluxe Siebert Sidewalk Bike

Sidlone
with the EXCLUSIVE
positive-action
FOOT BRAKE!



O-A16 Deluxe Model



Most parents insist on seeing the Siebert Sidlone.
It's safer.

Smart merchandisers prefer Siebert Sidlones be-
cause they turn over fast, provide larger profits,
insure customer satisfaction.

Write for the illustrated, colorful catalogs showing
the complete Siebert lines. Address Dept. HA 11-30.

PERMANENT SHOWROOMS

Space 1537, American Furniture Mart, Chicago
Space 305, New York Furniture Exchange, New York
Space 984, Western Merchandise Mart, San Francisco

O.W.

1898
1950

SIEBERT CO.

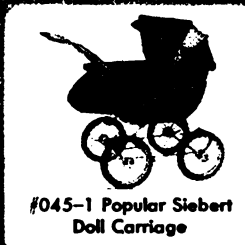
GARDNER, MASS.



0-61 Streamlined Fire-Red
and White Velocipede



#061-4 Collapsible Doll
Sulkie — a treat for
any toddler



#045-1 Popular Siebert
Doll Carriage



#080-1 Sure-selling
Doll Station Wagon



#075-1 Child-size copy of
a real baby stroller

Priority and Price Digest

News and Interpretations of Government Orders

Growing Defense Needs Seen Forcing Tighter Production Controls

The rapid pace at which the present priority control system has been expanded in recent weeks lends emphasis to the belief that the defense program is fast outgrowing the DO system and will, very shortly, require more specific controls, similar to the Controlled Materials Plan used in World War II.

The general feeling in Washington and industry currently is that more rigid controls will be required by early spring at the latest, at which time the money available for and the specific needs of the military services will be more clearly known.

The military programs, already announced and those in the active planning stage, lead to the inevitable conclusion that the hardware trade must continue to expect progressively tighter restrictions on the production of civilian consumer goods.

Meanwhile, the position of the hardware trade in the rearming picture has begun to crystallize. Announcement of the formation of a hardware and small tools division is expected momentarily (see page 10).

While price controls are still a taboo subject in Washington officialdom, the restrictions in consumer goods plus the mounting pressure of high spendable income leads many observers to predict that price control in some form are very probable after the turn of the year.

NPA to Seek Advice Of Wholesale Trade

NPA is planning to form a wholesale trade division to give adequate service and information to the wholesaling industry. H. B. McCoy, assistant NPA Administrator, at a recent meeting of 90 wholesalers, under whose direction the whole-

sale trade division would come, stressed the need for industry cooperation and advice in the formation of regulations.

John H. Mize, president of Blish, Mize & Silliman Hdwe. Co., Atchison, Kan., and past president of the National Wholesale Hardware Association, speaking for the hardware trade, urged a synchronization of all types of controls to achieve a more orderly total effect. He said that the hardware supply situation is getting progressively worse, but emphasized that there is no necessity for control of inventories at wholesale levels.

Other hardware men present were: Spencer E. Cram, The W. Bingham Co., Cleveland, Ohio; Henry J. Allison, Allison-Erwin Co., Charlotte, N. C.; Frank B. Kaufman, Hibbard, Spencer, Bartlett & Co., Evanston, Ill., and Thomas A. Fernley, executive secretary, National Wholesale Hardware Association.

NPA Sets Up Allotment Program to Provide Steel Products to Steel Distributors

Order M-6, designed to insure stocks of steel products in independent steel warehouses, establishes regular allotments to warehouse concerns.

Under the allotment system each steel producer first determines how much of each steel product he will produce during a particular month. Then he subtracts the amount needed to fill DO orders and shipments under special allocations programs. Next he figures the percentage of his total shipments of each steel item that went to each of his warehouse customers in the nine months ending September 30.

Those percentages are applied to the steel tonnage available after DO and allocation orders are filled. This shows what the steel producer must ship his warehouse customer each month. Orders over and above those quotas can be rejected.

A producer can reject any warehouse order if it is received less

Inventory Control No Basis For Cancelling

Interpretation 1 to Regulation 1 — Inventory Control — makes clear that the Regulation does not require cancellation of orders nor gives either buyer or seller an absolute right to cancel orders, should delivery result in exceeding a practicable working inventory. It's up to the buyer and the seller, between themselves, to decide, whether to cancel, reduce the order, or to defer the delivery date.

A second interpretation says that purchases from importers are "imports" exempt from inventory control, so long as the importer doesn't take the material into his own inventory but passes it on.

The "middlemen" can also increase a buyer's inventory if they do not take the material into their own inventory.

than 45 days before the first day of the month for which the allotment is made. A steel distributor may reject a DO order if it raises his tonnage of each steel product covered by such order in a single quarter to more than 30 pct of his average quarterly shipments for the first nine months of 1950.

He may also turn down DO orders if the order calls for delivery of more than the maximum tonnages specified in M-6 for certain steel products at any one time to any one place. A warehouse also need not deliver on priority orders totaling more than 40,000 pounds.

Merchant trade steel products covered by M-6 include among others, cut and wire nails; fence and netting staples; drawn wire; wire bale ties; barbed and twisted wire and woven or welded wire fence; wire netting, fence posts. Merchant trade steel products are carbon and low alloy only.

5 Pct Cut Ordered In Aluminum Fabrication

With manufacturers limited to 65 per cent of the aluminum they used in the first six months of 1950, NPA order M-7, in effect will reduce the supply of the metal that will go into consumer goods by 35 pct. The order is effective in January.

NPA Tin Regulations

NPA order M-8 sets up new rules for tin users to report their inventories, receipts, consumption, imports, and distribution. It also limits inventories of alloys and other materials containing tin, excluding ores, and concentrates.

DO's for U.S. & Canada

A new regulation, NPA Reg. 3, provides for use of a joint priority system between the United States and Canada. The Regulation describes how and to what extent contracts and orders to support either the United States or Canadian Defense Program may use the priorities system of the United States.

Regulation W Allows Free Appliance Trials

Free home trial or demonstration arrangements of appliances made by dealers to prospective customers are not affected by the new Regulation W. According to Federal Reserve Board officials, a dealer who wants to continue, for example, with a 30-day home trial, merely is required to collect the proper down payment, fixed by the Regulation, within 10 days after delivery.

If the customer decides he is satisfied with the goods, he can close the deal by making the first installment by one month and 15 days after the original delivery and monthly thereafter. If not, the retailer can agree with the customer to refund the down payment at the end of the 30-day period and terminate the transactions.

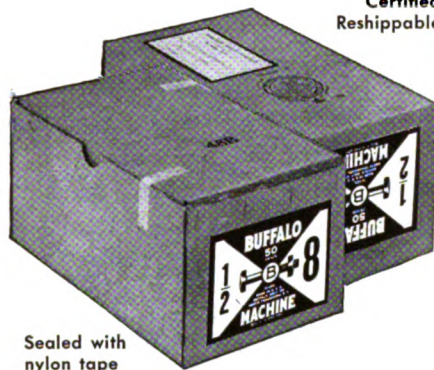
Instructions are being issued by the Canadian Government under appropriate Canadian legislation to provide for priority assistance in obtaining essential Canadian materials and services for the United States defense program.

Why these **RUGGED** Handy-Pack Bolt Cartons are preferred...



● Handy-Packs contain the same small lot quantities of bolts that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

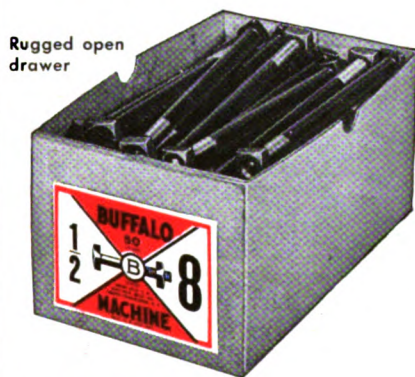
Certified Reshippable



Sealed with nylon tape



By Hardware Jobbers because the rugged Handy-Pack is a better product and an easier product for jobber salesmen to sell. Retailers go for the Handy-Pack... jobber sales go up.



Rugged open drawer

By Hardware Stores because the cover can be used as a rugged open drawer in bolt cabinets. No opening cartons everytime you make a sale. And you never have broken cartons, spilled or mixed bolts.

By Industrial Distributors because these rugged cartons can be handled or even dropped without breaking. They can be stacked fast and efficiently. They save time and labor in the warehouse.

RUGGED HANDY-PACK CARTONS are made of corrugated board...

with a certified bursting strength from 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes... can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape... is certified reshippable. Tying and wrapping are eliminated when you reship them. Once you try rugged Handy-Packs, you'll never again want bolts in 'paper' cartons. Enjoy all the advantages of the rugged Handy-Pack by sending your bolt orders to Buffalo Bolt Company.



WRITE for this free circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:
Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE B PRODUCTS - BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS

WHAT'S NEW

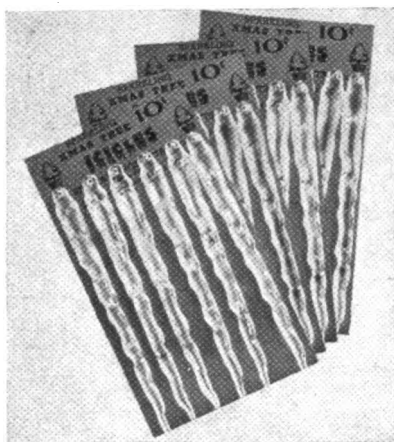
Latest Information on New Hardware Merchandise

(Continued from page 13)

narrow spool model, holds 50 yds., 15 lb. test for tournament casting and skish play. *Ocean City Mfg. Co., A & Somerset Sts., Philadelphia, Pa.*

Christmas Tree Icicles

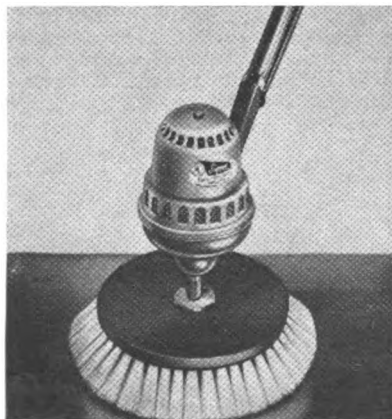
Stelray transparent plastic Christmas tree icicles. The icicles are 4 in. long and mounted on a



silver card. Available in transparent crystal, red, green and gold. Retail per card: 10 cents. *Stelray Products, Inc., Shelton, Conn.*

Electric Floor Polisher

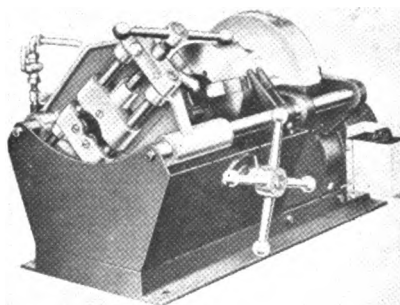
The new Signal electric floor polisher operates on 110 volt ac-dc and never requires lubrication. It features an on-off toggle switch; a 40 in. detachable handle and a floor polishing brush with 9 in. diameter bristles. Accessory kit with the



unit includes attachments for polishing automobiles and furniture and for drilling and sanding: a lamb's wool polishing bonnet, a 4 3/4 in. molded rubber pad; sandpaper and a drill chuck for drills up to 1/4 in. Retail: Unit, \$19.95; kit, \$2.95. *Signal Mfg. Co., Lynn, Mass.*

Toledo Pipe Machines

A choice of wheel and roller cut-off or knife cut-off is available on Toledo No. 999 super model 2 in. power pipe machine. With the wheel cut-off the cutter head is equipped with two rollers and one cutter wheel which is self centering and fed with hand wheel. If knife cut-off is preferred the machine is equipped with four cutter knives which leave a straight square-end



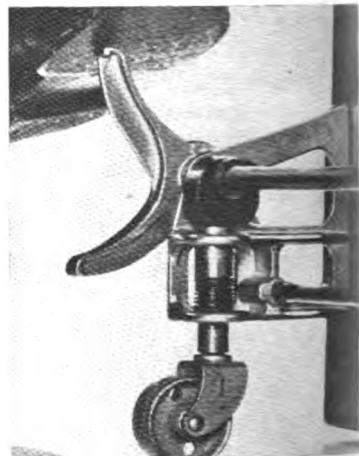
cut without burr. Cutting is rapid with either type, cutting off 2 in. pipe in 10 seconds. Flexible oil line is incorporated in the design of the machine. *Toledo Pipe Threading Machine Co., Toledo 4, Ohio.*

Lever Hoist Control

Rigid lever hoist control made of steel tubing, adjustable from 38 to 56 in. in length. Permits operation of small electric hoists with positive one-hand control. Designed for later model Budgit hoists, it can be adapted to almost any hoist with manually operated motor switch. *The Horton Bristol Mfg. Co., Bristol, Conn.*

Retractable Casters

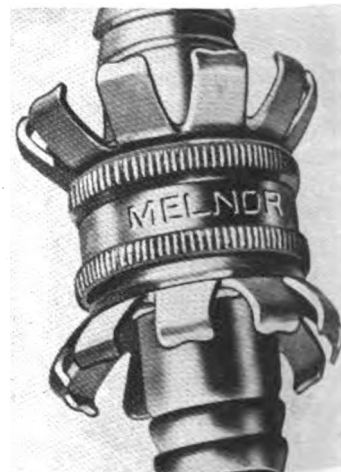
New retractable cam action caster accessory provides mobility and stability for Shopsmith, the multiple purpose power tool. Accessory consists of two identical pre-assembled units, four casters in all, which are mounted out of the way inside the two ends of the Shopsmith bench. Each operated by foot action on a star wheel lever from a single side



of the tool. Pressing star wheel turns a self-locking continuous cam which stops on three successive caster positions, namely, fully retracted; partially lowered, raising legs 1/4 in. from the floor; fully lowered, legs 1/2 in. from the floor. Retail: \$11.95. *Magna Engineering Corp., 417 Montgomery St., San Francisco 4, Cal.*

Hose Couplings, Menders

Melnor new hose couplings and menders for plastic and rubber hoses. The line features a long shank enabling coupling to hold hose firmly; elimination of hub inside the clinching washer, and a larger flange inside the coupling to insure a watertight seal. The



Retro...
New...
er...
stability...
purpose...
units...
mounted...
two...
Each...
star...



REMINDER!

**All these Ads
this week!**



**GIVE HIM
SKIL
Home Shop Tools
FOR CHRISTMAS!**
*He'll swear you've been
reading his mind!*

*A practical gift
he'll enjoy for years!*

Here's a wonderful way to make Dad's Christmas delightful—and to turn all kinds of household chores into fun. He'll appreciate the powerful, sturdy construction of these fine SKIL Home Shop Tools. He'll enjoy making furniture, cabinets, outdoor toys—doing repairs around the house. For Dad—put SKIL Home Shop Tools on your Christmas list right now.

Made by the makers of world-famous SKIL Tools for industry

Select SKIL Home Shop Tools from this full assortment of your dealer's



SKIL Home Shop 6 inch Saw Model 523 \$5.95

SKIL Home Shop 14 in. Drill with two key chuck with painted chuck

SKIL Home Shop Drill Kit Model 527 \$12.95

SKIL Home Shop 8 1/2 inch Saw Model 545 \$8.45

SKIL Home Shop 1 1/2 in. Drill with key chuck with painted chuck

SKIL Home Shop Drill Kit Model 529 \$12.95

SKIL Home Shop Sander-Polisher Model 517

SKIL Home Shop 1 1/2 in. Drill with key chuck

SKIL Home Shop Drill Kit Model 527

SKIL Home Shop Oscillating Sander Model 525 \$6.45

SKIL Home Shop Bench Stand

SKIL Home Shop Drill Kit Model 527

SKIL Trimmer—The electric hedge trimmer

SKILSAW, INC.
Home Shop Division
5033 Elston Avenue • Chicago 30, Ill.

**this colorful
full-page ad in the
SATURDAY EVENING
POST**

**PLUS
MORE BIG
ADS IN**



**PLUS
BIG ADS IN
63**

SUNDAY NEWSPAPERS



THIS WEEK

SKILSAW, INC.
Home Shop Division

5033 Elston Avenue • Chicago 30, Ill. and other selected cities

PARADE

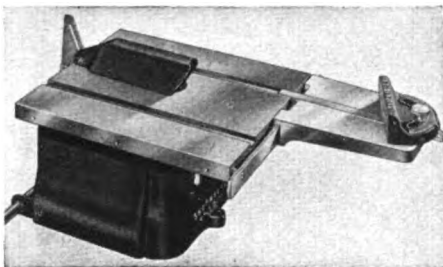
TIE IN! FEATURE SKIL Home Shop Tools!

BUZZ SAW SAYS:

What tool would you recommend as the first power tool for your customer to buy?

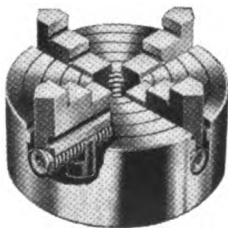
Most people buy a Circle Saw. There are four Circle Saws in the SHOPMASTER Line—7" Tilting Arbor at \$42.95, 8" Tilting Arbor Saw at \$69.95, 8" Tilting Table at \$51.50, and the 10" Floor Model Tilting Arbor at \$99.95. The tool to be purchased depends on the type of work a person is planning to do. I'd recommend a Band Saw for the average home workshop user, as nearly everything that can be done with a Circle Saw is possible with a Band Saw, but, in addition, a Band Saw can make curved and irregular cuts. There are two SHOPMASTER Band Saws—the 10" at \$43.95, and the large 12" size at \$71.45.

How can the working surface of a Circle Saw or Band Saw be increased?



The above photo shows the new SHOPMASTER Front Extension which slides on the rip fence track and adds 9" of working surface in front of the blade. This extension will also fit on the Band Saws. (FE-1210 at \$3.45.)

How can irregular shaped items be held in a lathe?



There is a SHOPMASTER four-jaw chuck, threaded $\frac{3}{4}$ "-16 thread for most popular lathes. This precision SHOPMASTER chuck is only \$9.95 (Y-511).

(Prices shown are in Zone 2. Slightly lower in Zone 1.)

SHOPMASTER Tools are stocked by leading jobbers everywhere.



WHAT'S NEW

coupling is made of brass and plated steel. Retail: 30 to 50 cents. *Melnor Metal Products Co., 254 Canal St., New York City.*

Metcoid Tools

Metcoid adjustable wrench is made of alloy steel and features balanced design, hand fitted jaws tapered and thin for tight work. Wrench has a rust-resisting finish; polished head and handle. Available in 6 in., \$2.25; 8 in., \$2.80; and 10 in., \$3.45. Straight cut tinner snips have hand polished blade of tempered steel. Tool provides a sharp cutting edge for sheet metal, screening, canvas or chicken wire. Available: 7 in., \$2.25; 10 in., \$2.60; and 12 $\frac{3}{4}$ in., \$3.45. Duck bill tinner snips feature circular pattern design, for cutting scrolls



and intricate patterns. Blades taper from keen edge to the side allowing a wide cutting angle without bending the metal. Available: 7 in., \$2.60; 10 in., \$3.10; and 12 $\frac{3}{4}$ in., \$3.65. *Metal Engineering Co., Plano, Ill.*

Touch-Up Granodine Kit

Touch-Up Granodine kit permits refinishing sheet metal products with a zinc phosphate coating prior to painting. It may be applied to cold rolled steel surfaces with brush, paint spray gun, insect sprayer or hose with spray nozzle. A gallon will coat about 500 sq. ft. *The American Chemical Paint Co., Ambler, Pa.*

Protective Coating

DeRusto is a protective coating combining Derustite. It prevents rust, absorbs rust, and stops rust.



on either new or rusted surfaces. DeRusto resists acid fumes and alkali solutions. It is available in standard industrial colors, is self-leveling and can be used for brushing, spraying or dipping. *Master Bronze Powder Co., 5009 Calumet Ave., Hammond, Ind.*

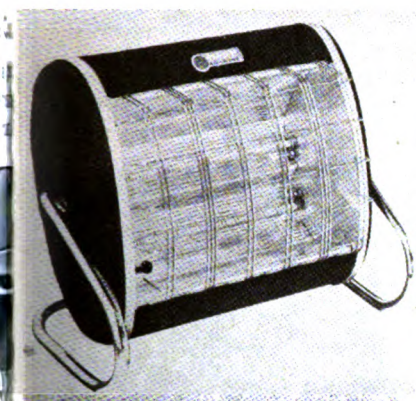
Surface Indicator

Double faced dial surface test indicator has twin contacts. Stem part of the stationary 1/32 in. contact is threaded with 1/32 in. ball formed on end. Being smaller, it is screwed within a $\frac{1}{8}$ in. contact which can be put on or off instantaneously. Indicator can be read simultaneously front and back. Available with black penetrate or chrome finish. Retail: \$8.95. 1/32 in. contact, $\frac{1}{2}$ in. long extension. 75¢. *Superior Indicator Co., P. O. Box 734, Rochester 3, N. Y.*



Multi-Purpose Heater

Swartzbaugh new multi-purpose room heater, the Ray-Vector is built to provide wide angle radiant heat or circulating heat and is fully



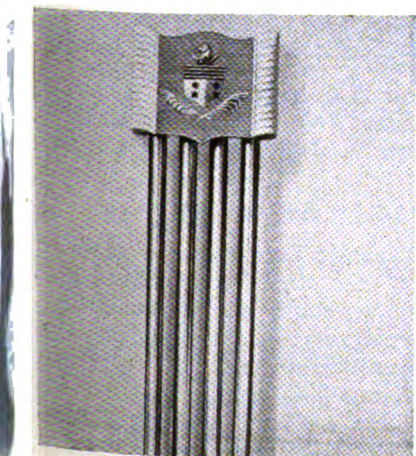
adjustable. Unit is mounted on a chrome-plated stand. Safety switch turns the current off if the heater is tipped over. Retail: \$14.95. The Swartzbaugh Mfg. Co., Toledo, Ohio.

Utility Box

Liberty utility box with cantilever tray features full length piano type hinge built into case and cover. Solid flat links riveted to case, cover and tray. Hardware is all nickel plated. The handle plate is riveted to the cover. A 12-in. scale is embossed on cover. Liberty Steel Chest Corp., 16 Dowling Place, Rochester 5, N. Y.

Four Tube Chime

Westminster chime features four tubes producing tones reminiscent of an old English church call. The eight note melody, two note sequence or a solitary chime may be used where desired. Dust-proof shield is a heraldic design in gold



NEW SWING-A-WAY GIFT ARRAY

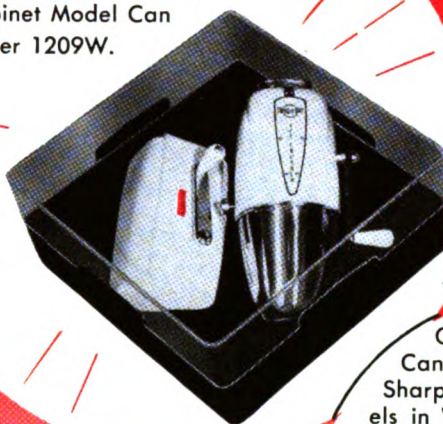
APPLIANCES IN PLASTIC BOXES

- Point-of-Sale Attraction
- Nationally Advertised
- Larger Unit Sale



GIFT PACK No. 1:

Ice Crusher 1109W with Refreshment Shaker. Cabinet Model Can Opener 1209W.



GIFT PACK No. 2:

Can Opener 609 & Knife Sharpener 809. Both Models in White, Red or Yellow.



Year Round Sales



Assured by Medallions for each Gift Day!

The SWING-A-WAY Swami you saw at the 1950 New York Hardware Show is famous for his ability to foresee NEW PRODUCTS, NEW MERCHANDISING PLANS, AND NEW SALES FOR YOU!

SWING-A-WAY

MANUFACTURING CO.

4100 BECK AVE. ST. LOUIS 16, MO.

Canadian Representative

Fox Agencies, Ltd., Port Credit, Ont.



Three Famous "Sales Seals"

WHAT'S NEW

and wine on a gray background trimmed with ivory. Creates third dimensional effect. *Edwards Co., Inc., Norwalk, Conn.*

Barbecue Cutlery Set

Town & Country cutlery set consists of a two-tine fork, turner and French Cook's knife, all with extra-long hardwood, hangup handles. Overall lengths of the three items are: fork, 16 $\frac{3}{8}$; turner 18 $\frac{1}{4}$; and knife, 17 $\frac{1}{8}$ in. Knife blade is made of hollow-ground Flint stainless vanadium steel. Packaged in a box



with reproductions of famous cattle brands and a steerhead insignia. Retail: \$7.95. *Ekco Products Co., Chicago 39, Ill.*

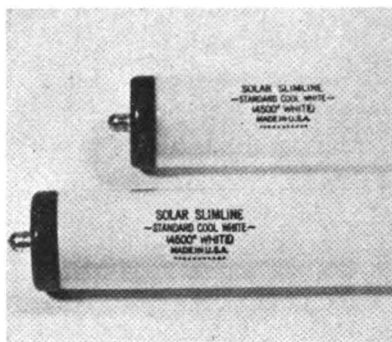
Cooky Press

Wear-Ever aluminum cooky press features indicator on knob telling when user has pressed out sufficient dough. Cookies all same size. Side handle eliminates cramped fingers; 12 cooky designs available. Alumilite stain resisting finish. Recipe folder, card index type included. Retails: \$2.50 east and \$2.75 west. *The Aluminum Cooking Utensil Co., New Kensington, Pa.*



Instant-Start Fluorescents

Solar's new Instant-Start fluorescent lamp line consists of 48 in. T12 40 watt tubes, 72 in. T12 65 watt tubes and 96 in. T12 75 watt tubes. Tubes incorporate a single-pin base. Available in standard cool white, formerly 4500 deg. white; standard warm white, formerly warm tint for use where stress is on high efficiency, and deluxe cool white and deluxe warm



white for use where truest color impression is important. *Solar Electric Corp., Warren, Pa.*

Toy Carpet Sweeper

Bissell's miniature sweepers, Little Queen in red and blue, for a small girl or junior miss and Little Helper, decorated in chicks or ducks, a push-pull toy for the toddler. Former retails \$2.45, lat-



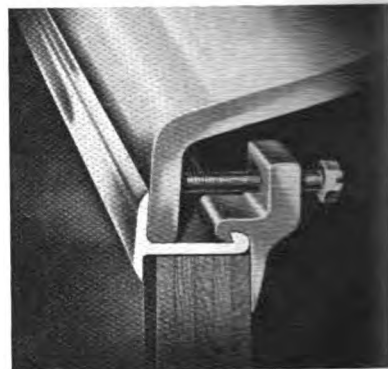
ter 98 cents. *Bissell Carpet Sweeper Co., 210 Erie Street, N. W., Grand Rapids, Mich.*

Shotgun Shells

Eley high grade shotgun shells feature air-wadding construction assuring maximum accuracy. *S. E. Laszlo, 25 Lafayette St., Brooklyn 1, N. Y.*

Cabinet Top Sink Frame

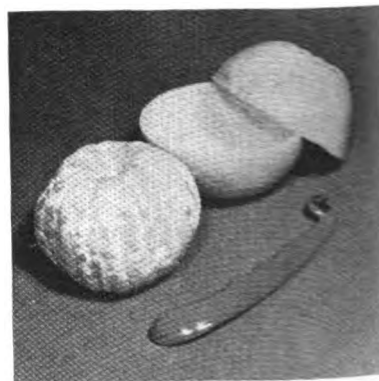
Sink-Lok frame for cabinet top sink installations combines decorative finish trim, sealed joint between sink and covering materials, and an installation support for the sink. Frame features a clamp-like fastening action and does not need mortising or rabbeting. Frames are made in any size and in three types for use on cabinet tops from $\frac{3}{4}$ to



1 $\frac{1}{8}$ in. thick and for most vitreous china sinks. *The B & T Metals Co., Columbus 16, Ohio.*

Orange Peeler

Dale orange peeler is a curved piece of plastic about 6 in. long, permitting the removal of all the skin of a citrus fruit without loss of juice, and without damaging the fruit meat. Packed on a die-cut card cut and colored like an orange. Reverse side of card provides dia-



grammed instructions. Retail: 49 cents. *Dale Patents Corp., 21 E. 40th St., New York City 16.*

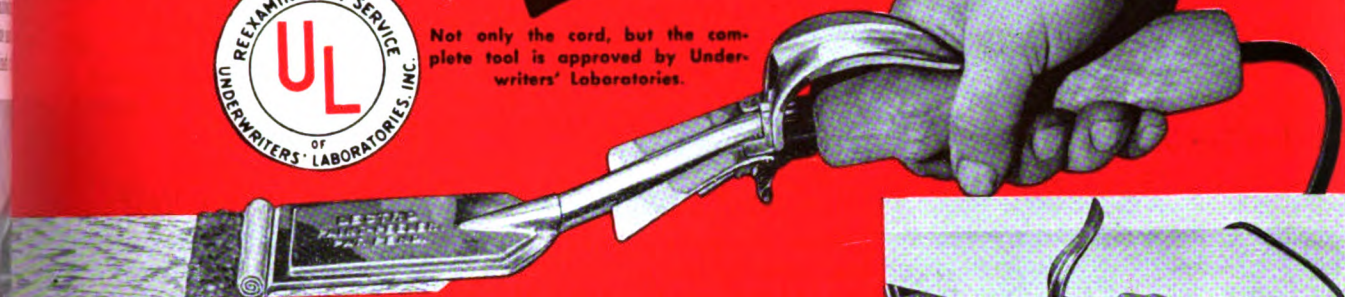
Power Auger Bit

Chicago-Latrobe wood auger bit for use in power driven drill presses, rotary and pneumatic drills or portable electric hand drills. Features straight shank, has positive driving flats, center spur and will drill at any angle and to any depth. It expands the use of $\frac{1}{4}$ in. elec-

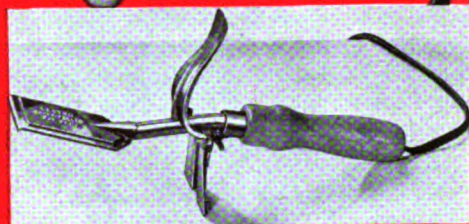
Now-2 MODELS



Not only the cord, but the complete tool is approved by Underwriters' Laboratories.



Automatic Safety Stand in Rest Position.



Only Deluxe Model 3 as shown is UL approved

Only the Original "LECTRO Paint Peeler" IS FULLY APPROVED BY UNDERWRITERS' LABORATORIES

The Sensation of the hardware and paint business comes to town to give you new records for sales, turnover and profits. Now LECTRO WELD brings you this sensational tool in 2 Improved Price Models.

2 Improved PRICE MODELS
DELUX Model 3 — at only \$4.95
STANDARD Model 2—Retails at only \$3.95
Not UL approved

A Powerful National Advertising Campaign Has Created Demand and Established a Proven Market for the Original "Lectro Paint Peeler".

**CONSUMER ADS APPEARING IN
OVER 50 NATIONAL MAGAZINES**

**ORDER NOW from your Jobber or Save time
and MAIL COUPON TODAY for direct shipment. We'll bill you through your jobber.**

LECTRO WELD, INC.
2189 W. 26th Street
Cleveland 13, Ohio

ONLY DELUXE MODEL 3—"LECTRO PAINT PEELER" GIVES YOU ALL THESE FEATURES

1. Underwriters' Laboratories approved Automatic Safety Stand attached for use in rest position.
2. Not only the cord, but the complete "LECTRO PAINT PEELER" is approved by Underwriters' Laboratories.
3. Precision milled and ground straight peeling edge which insures removal of all paint.
4. Metal insert (Patent Pending) Keeps handle cool and prevents charring and loosening.
5. Welded cover to prevent loosening.
6. Very durable 8' Neoprene Jacketed Heater Cord that will not fray.
7. Long lasting high temperature heating element.

BE SAFE—SELL the QUALITY TOOL THAT IS UL APPROVED

FREE SELLING AIDS

Create Traffic — Help You Get Volume Sales

FREE AD MATS

Bring Customers
in to buy.

2 COLOR ENVELOPE

STUFFERS Create
store traffic.

2 COLOR COUNTER
CARDS Make shop-
pers STOP — LOOK
— and BUY!

LECTRO WELD, INC.
 Dept. H.A. 11, 2189 W. 26th St.
 Cleveland 13, Ohio

Please rush the following:

"LECTRO PAINT PEELER", Deluxe model 3, \$4.95
 "LECTRO PAINT PEELER", Standard model 2, \$3.95
 Not UL approved Less 33-1/3%

Dealer.....

Address.....

City.....Zone.....State.....

Bill Through My Jobber.....

Jobber.....

Address.....

City.....Zone.....State.....

Terms: 2/10 net 30 days

Freight: prepaid 100 lbs. or more. (7 doz. to 100 lbs.)

At no charge, a counter display card, a 12" x 36" window streamer, and supply of stuffers will be included with orders for "LECTRO PAINT PEELERS".

WHAT'S NEW

tric drills to 1 in. capacity. Available in sizes $\frac{3}{8}$ to 1 in. by 8ths or in complete sets of all six sizes. *Chicago Latrobe*, 411 West Ontario St., Chicago 10, Ill.

Tilting Table Saw

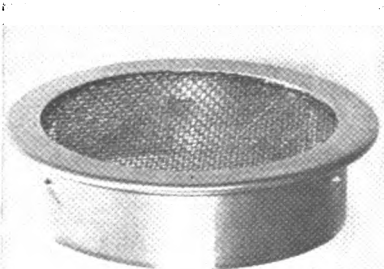
Tomlee No. 36 8 in. new tilting table saw. Cast iron table 13x18 in., tilts on hardened ground pins. Saw can be picked up and moved at any time without table and base becoming loosened. Positive lock at



any height, and positive stop locks in any position with accurate protractor. Table extensions No. 3632 available for both No. 36 and No. 37 saws. Features a $2\frac{3}{4}$ in. depth of saw cut. Table tilts to 45 deg. Other new power tools added to the line are: No. 75 drill press, No. 33, 10 in. bench saw, No. 37 in. tilting arbor saw. *Tomlee Power Tools*, Minneapolis 1, Minn.

Midget Screen Ventilator

Midget aluminum ventilator designed so rain cannot reach its face. Made in five sizes from 1 to 4 in. in diameter. Does not require louvered deflectors. LD series recommended where structural char-



acteristics may shield the louver from the elements. Unit is installed without nails by drilling a hole and tapping into place. Features built-in screen. *William Von Zehle & Co., Inc.*, 441 Lexington Ave., New York City 17.

Roll-O-Matic Duplicator

Dealer can print his ad on wrapping paper as the paper is pulled from the roll with the Roll-O-Matic duplicator. Unit fits all standard paper cutters, ink is water-proof, and the advertisement used can be created to specifications. Machine prints on all papers except waxed, and the mats can be removed, stored, re-used indefinitely. Actual printing is done by a rubber mat fastened to a roller. Five lines are furnished on mat with duplicator. Extra lines cost \$1.25 regardless of type size or number of words on



line. Retail: \$27.50. *Roll-O-Matic, Inc.*, 701 Greenwich St., West 10th St., New York City 14.

Clothes Brush

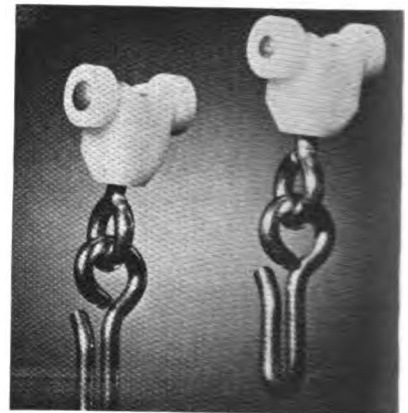
Brushoff clothes brush made of fibers bonded together with du Pont neoprene picks up lint, powder and other clinging substances. Brush removes surface dirt from suede shoes and handbags, raising nap without damage. Brush may be used with cleaning fluids as the neoprene bond resists their destructive action. Brush is $5\frac{1}{2}$ in. long, $2\frac{1}{4}$ in. wide, and it can be washed. Springy pad of neoprene-coated fibers is clamped into an aluminum top. *Robert W. Lehrfeld, Inc.*, 120 W. 42nd St., New York City.

Duro Tool Line

Duro automatic transmission service tool sets include Duro-Chrome tools for servicing Drivemaster, Fluid Drive, Ultramatic, Dynaflo, Hydramatic and Power Glide transmissions. Sets are available in 13 or 7 piece sizes. Both contained in enameled steel tool boxes. Tools made of chrome alloy steel, chrome plated and polished. *Duro Metal Products Co.*, 2649 N. Kildare Ave. Chicago 39, Ill.

Sliding Curtain Unit

Sliding curtain assembly features carrier bodies and rollers of Tenite plastic. May be mounted to ceiling



or built in flush with plastering. Track and end stop of brass; swivel carrier hooks, stainless steel. End stop is detachable. Carrier parts are shatterproof, rustfree and resistant to heat and dust. *Grant Pulley & Hardware Co.*, Broadway at 57th St., Woodside, N. Y.

Dril-O-Driver

An attachment to convert a $\frac{1}{4}$ in. drill into an automatic nut running and screwdriving tool, the Dril-O-Driver employs automatic friction drive to permit operator to regulate speed and force. It fastens into drill chuck; drill motor can be kept running as the tool is disengaged until pressure is ap-

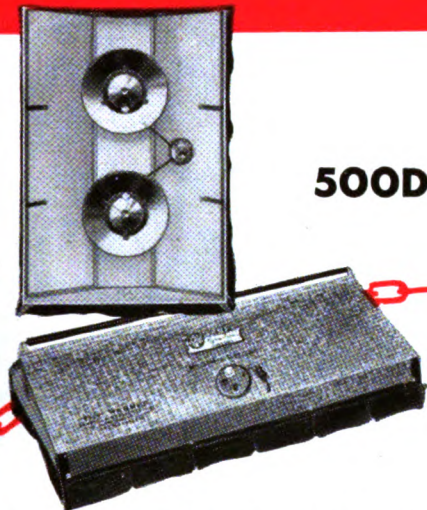


**LINKS
500D**

AND

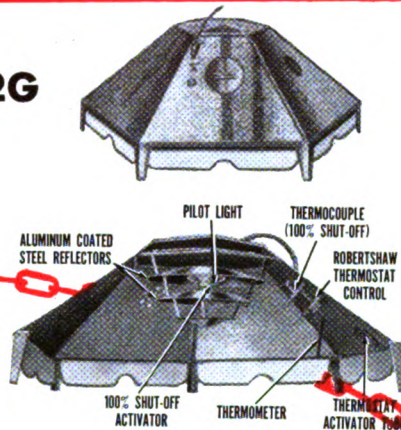
672G

IN THE WARNER CHAIN



500D

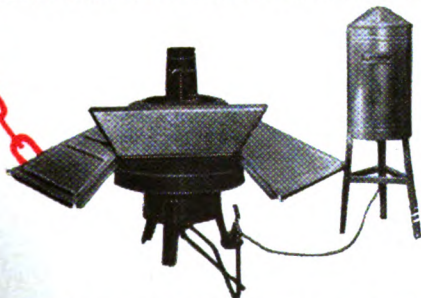
672G



WARNER PIONEERED ELECTRIC COLD ROOM BROODING NOW WE OFFER A REVOLUTIONARY GAS BROODER

Model 500D shown above is the famous Reflected Heat electric brooder introduced over 18 years ago. Completely automatic, it has no moving parts to oil or repair. Radiant heat from CHROMALOX rings is distributed evenly by patented convex, concave, aluminum coated steel reflectors to every corner without draft or noise. Other models 200-350 and 400 chick size.

The new gas brooder, model 672G, features Radiant Reflected Heat from aluminum coated steel convex, concave reflectors—*without fans!* The only gas brooder of its kind on the market! Equipped with Robertshaw Automatic Temperature Control with 100 % shut-off. Very economical. Thoroughly tested and approved.



A high quality but low cost oil brooder. Heavy galvanized steel canopy with double drum. Automatic regulator valve.



A complete line of starting brooders and broiler batteries—all U. L. Approved.



Feeders for chicks, pullets, layers and broilers—extra small to extra large. All galvanized steel—streamlined construction.

WRITE FOR CATALOG

THE WARNER BROODER AND APPLIANCE CORP.
Manufacturers of Poultry and Farm Equipment
NORTH MANCHESTER, INDIANA



WHAT'S NEW

plied. The drive automatically cuts out when bolt or screw is driven home. *Herbrand Division, Bing-ham-Herbrand Corp., Fremont, Ohio.*

Poultry Fount Bowl Guard

Bowl guard prevents birds from roosting on the rim of the poultry fountain bowl. Made of hard plas-



tic, bowl guard fits on pipe above bowl. Adjustable to various heights by a set screw. *Miller Mfg. Co., 251 W. Kellogg Blvd., St. Paul 2, Minn.*

Dormeyer Blender

Dormeyer blender, model 5900, will shred, grind, blend, liquefy, whip, beat, churn, chop, mix, grate, puree and pulverize. Operates on AC or DC. Retail: \$34.95. *Dormeyer Corp., Chicago, Ill.*

Tub Corner-Cove

To waterproof corners where bathtubs and walls meet. Tub Corner-Cove sealing strip packed in do-it-yourself kit with bottle of cleaning fluid, waterproof adhesive, brush applicator and 15 ft. of tape. Strip has high-gloss white finish. Retail, \$2.00. *Yardley Plastics Co., Columbus 15, Ohio.*

Portable Heater

Heater employs instant heat, concentrated fuel, in a 20-lb. cylinder under pressure. The unit has no odor, fumes, grease or smoke. With continuous 8 hr. operation, fuel costs average \$1 per day. Designed for plasterers, cement and linoleum men, plumbers, hunters or fisher-

men. One complete unit, fuel supply and burner, 40,000 Btu. Heater is capable of raising the temperature of a cold room from 30 to 80 deg. in 20 minutes. Weighs 55 lbs. Retail: \$89.95. *The Portable Heater Co., 814 Engineers Bldg., Cleveland 14, Ohio.*

Plastic Mail Box

Unbreakable durable Tenite 11, plastic mail box with name and house number embossed in white. Box will hold newspapers and magazines. There are nickel plated



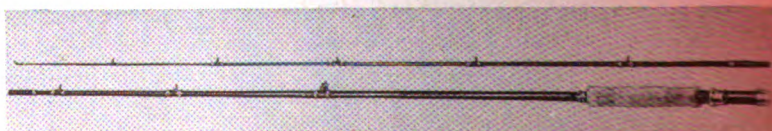
screws supplied with each box. Retail: \$2.98. *Clear-View Plastics, 401 Hawkins Ave., Rankin, Pa.*

Goodrich Tire

Tire designed for winter service on passenger cars or in mud. With different tread, cleats of tire act as lugs to penetrate snow and mud and provide windshield wiper action on ice, packed snow and wet pavement. Tire runs quietly on paved highways. *The B. F. Goodrich Co., Akron, Ohio.*

Glass Fishing Rods

Both tubular and solid, glass tubular rods marked as Nyglax rods. Nyglax line includes 20 different rods for every type of fishing. Four different casting rods, weakfish rod and a bay rod make up the solid



(Resume reading on page 13)

Kitchen Board

Utili-board, all purpose kitchen utility board. Provides ledge on which to clamp household appli-



ances. Board is built with five suction cups. Surface for cutting, carving or slicing of food. Retail: \$2.49. *General Slicing Machine Co., Inc., Walden, N. Y.*

Hair Dryer

Quick Dry hair dryer features the adjust-a-stand permitting tilting of the dryer to any angle, and the heat-control that permits adjustment of heat intensity in addition to the hot-cold switches. Boxed



in a display package. Retail: \$14.90. *Hamilton Beach Co., Division, Scovill Mfg. Co., Racine, Wis.*

glass line. Properly designed to set a hook. The Gillie, illustrated, for dry fly fishing, is for big water. It will pick up a long heavy cast or keep much line in the air with ease. Retail: \$18. *Union Hardware Co., Torrington, Conn.*



Striking power distinguishes the Alaskan Brown Bear. Ordinarily shy and timid, he can fell a grown steer with one strike of his paw.

STRIKING POWER

for Faster, Better Jobs.

The Plumb Hammer is the result of years of research. Craftsmen have long recognized the long-lasting dependability of the special analysis steel head. They know the shock-absorbing features of the second-growth hickory handle. And even the casual user soon appreciates spring tempered claws that grip nails tightly.

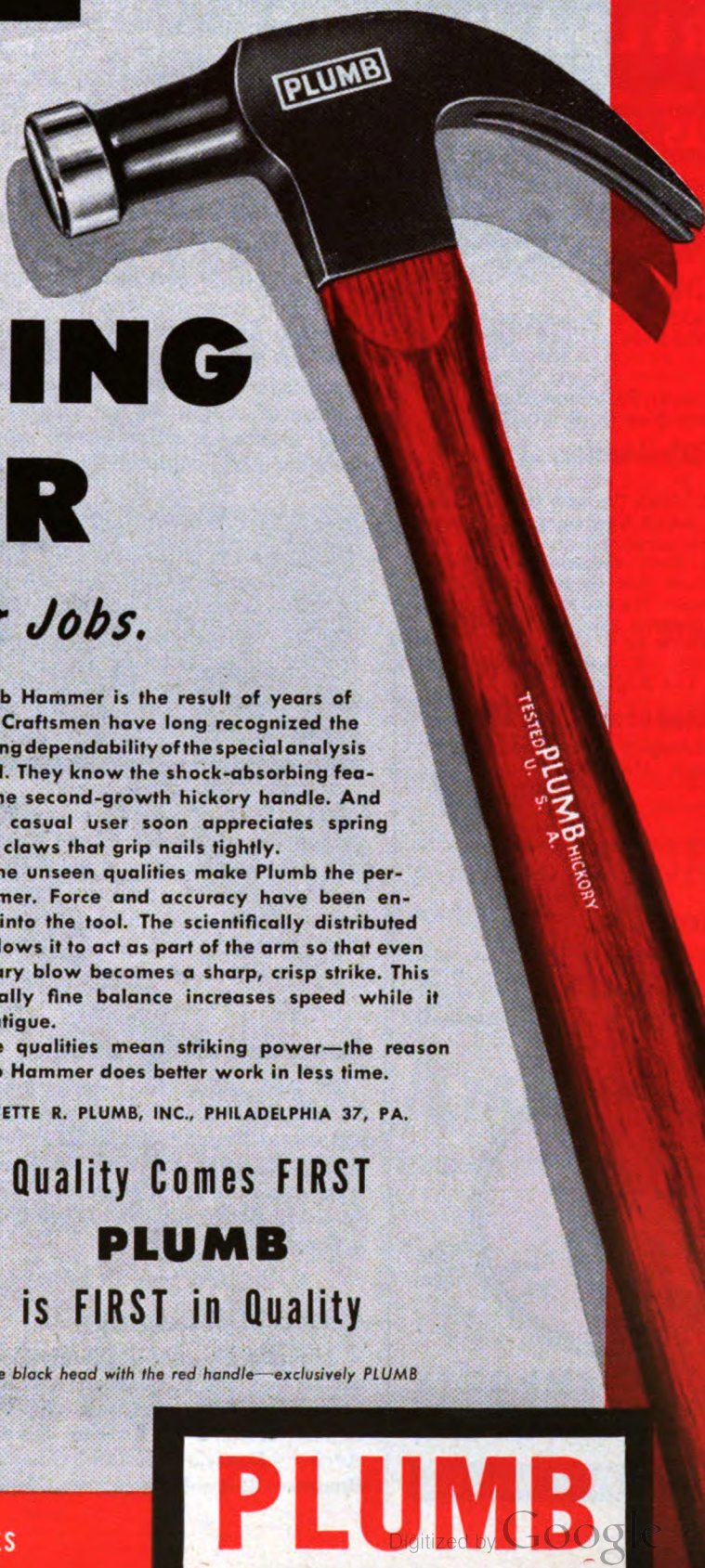
But the unseen qualities make Plumb the perfect hammer. Force and accuracy have been engineered into the tool. The scientifically distributed weight allows it to act as part of the arm so that even the ordinary blow becomes a sharp, crisp strike. This exceptionally fine balance increases speed while it lessens fatigue.

These qualities mean striking power—the reason the Plumb Hammer does better work in less time.

FAYETTE R. PLUMB, INC., PHILADELPHIA 37, PA.

Quality Comes **FIRST**
PLUMB
is **FIRST** in Quality

The black head with the red handle—exclusively PLUMB



PLUMB

HAMMERS • HATCHETS • AXES • FILES

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Here's why THEY SELL AND SELL



DRILSAW

U. S. Pat. 2101583

The one tool that both
DRILLS AND SAWS
any shape hole in
lumber, ply or plaster

★The Dealer...

"The Stickleback Drilsaw needs no testimonial from us. **The increased frequency and size of our orders speak for themselves.**" F. H. Schumacher, buyer, Patterson Bros. Hardware Store, New York City, N. Y.

★The Wholesaler...

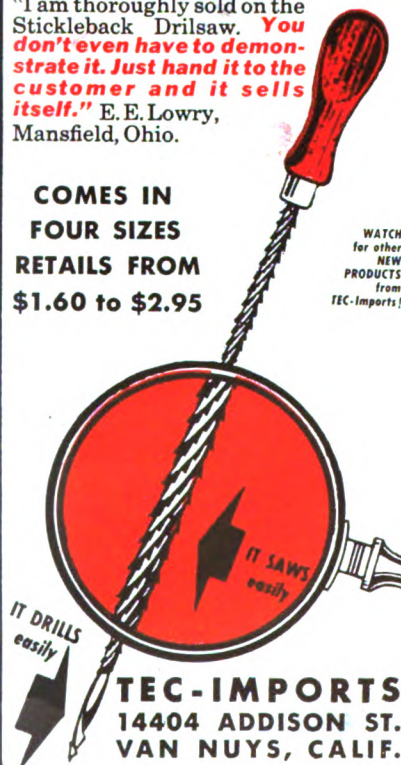
"**The large and repeated sales** of the Stickleback Drilsaw to our independent retail hardware customers have even surprised us. Further, no tool has been returned to us for replacement due to any failure in performance. We expect a permanent and continuous sale on the Stickleback Drilsaw as **it is the only tool of its kind.**" R. G. Budrow, Budrow and Co., Los Angeles, Calif.

★The Manufacturers Rep...

"I am thoroughly sold on the Stickleback Drilsaw. **You don't even have to demonstrate it. Just hand it to the customer and it sells itself.**" E. E. Lowry, Mansfield, Ohio.

COMES IN
FOUR SIZES
RETAILS FROM
\$1.60 to \$2.95

WATCH
for other
NEW
PRODUCTS
from
TEC-Imports!



TEC-IMPORTS
14404 ADDISON ST.
VAN NUYS, CALIF.

TERRITORIES STILL AVAILABLE

TO HELP YOU SELL

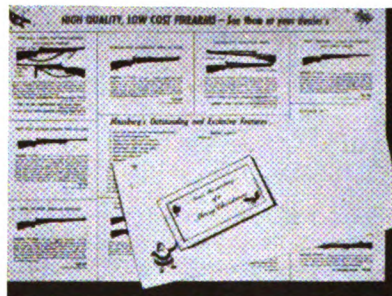
New Displays and Other Dealer Sales Helps

(Continued from page 13)

economy size dispensers and to the budget size unit, plus a window unit in color free with 12 Moth Proofer. Offers good until March 1, 1951. *Bostwick Laboratories*, 706 Bostwick Ave., Bridgeport 5, Conn.

Mossberg Christmas Broadside

Christmas giving broadside illustrates and describes the principal Mossberg products. You'll find these at your Mossberg dealer's store, says the broadside. General catalog of rifles, shotguns, telescope sights, spotting scope and other shooting equipment is avail-



able. It features a new cover design in the brown and black Mossberg color combination. Line shown is almost entirely new or revised and equipped with new features. *O. F. Mossberg & Sons, Inc.*, 131 St. John St., New Haven 5, Conn.

Communications Booklet

Revised guide to International Communications, Message and Mail Rates and Regulations to Principal World Markets covering 70 countries available from *Exporters' Digest*, 170 Broadway, New York City 7, for 50 cents.

Linseed Oil Display

Archer's Pol-mer-ik Handy-Pack carton displays 12 quart cans of linseed oil. Carton features the 101 Handy Home & Farm Uses. *Archer - Daniels - Midland Co.*, 600 Roanoke Bldg., Minneapolis, Minn.

Gift Cartoned Sharpener

Cory electric knife sharpener is packed in a new three-colored corrugated gift carton. It is not a spe-



cial gift carton for the Christmas season only, but may be used all year. *Cory Corp.*, 221 N. LaSalle St., Chicago 1, Ill.

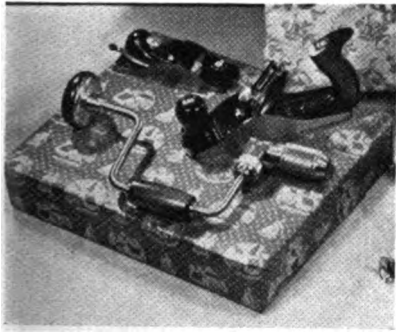
Lumite Screen Rack

The two side panels of the 1951 heavy gage steel display rack for Lumite screening are streamlined to facilitate the accessibility of inventory. Rack measures 66 in. high, 40 in. wide and 30 in. deep. Equipped with measuring device, cutting knife and explanatory folders. Finished in orange baked-on enamel. Upper part of unit has six 100 ft. rolls in 24, 26, 28, 30, 32 and 36 in. widths. Dealer cost is \$30.93 plus minimum order of six rolls of Lumite screening. *Lumite Division, Chicopee Mfg. Co.*, 40 Worth St., New York City 13.



Gift Tool Assortments

Shelton Plane & Tool Christmas tool assortments gift wrapped. Both assortments have a 10 in. ratchet brace with ball bearing steel clad head, forged steel jaws, heat treated ratchet mechanism.



Both have 9 in. smooth plane and a 7 in. block plane. Christmas wrap is available in several two-color designs. To sell after Christmas, wrapping needs only to be removed. Retail: \$7.95, \$9.95. *Shelton Plane & Tool Mfg. Co., Shelton, Conn.*

Bicycle Christmas Poster

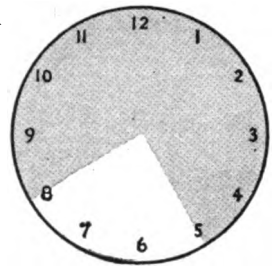
Columbia built bicycle poster for Christmas features the holiday atmosphere portion on one side of the poster, about 1/3 of the total area. Christmas part is divided from the basic poster by perforations so that part can be removed. Fluorescent ink is used on the Columbia-Built logotype on the basic poster. *The Westfield Mfg. Co., Westfield, Mass.*

Lubriplate Tubes

Lubriplate has added a new one dozen size counter display carton to its line. Carton contains the small A tube for the lubrication of guns and fishing reels. The three dozen carton is also available. The B tube containing about 2 oz. for general utility lubrication, in one dozen size display cartons, and the C tube containing 11 oz. for under-



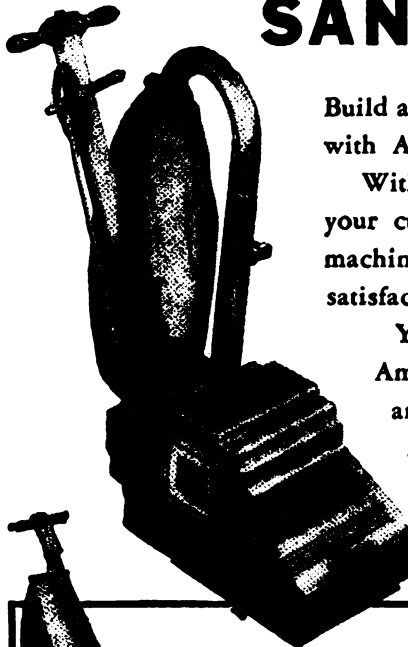
MORE
Satisfied Customers



MORE
Profit-Hours for You

...when you rent

AMERICAN SANDERS



Build a big and steady sander rental income with **AMERICAN Quality Machines!**

With American Sanders in the hands of your customers, you can be sure that the machines will do the work with complete satisfaction.

You get the utmost in profit-hours with American—because American Machines are *built right* . . . expertly engineered . . . precision manufactured . . . quality throughout. Many have found the average cost of repairs and maintenance extremely low compared with high rental profits . . . built to *make money* for you! Send coupon for free profit-plan booklet. The American Floor Surfacing Machine Co., Toledo 3, Ohio.

Little American 8" Floor Sander
...lever-type...produces professional results in rental use.

American Rental 8" Floor Sander...tilt-type...an ideal light weight machine.

American Spinner Floor Edgers...disc-type sander finishes right up to edges of floors, stairs, closets. 5½" & 7" discs.

Maintenance Machines. Labor-saving machines for polishing, disc sanding, steel wooling, and scrubbing floors. Brushspread 14, 16 or 17 inches.

AMERICAN

FLOOR MACHINES . . . PORTABLE TOOLS

The American Floor Surfacing Machine Co.
522 So. St. Clair St., Toledo 3, Ohio

☐ Send 12-page illustrated free booklet showing how to make money in the floor sander rental business.

☐ Send latest catalog on the following, without obligation:

☐ Floor Sanders ☐ Floor Edgers
☐ Maintenance Machine

Name _____
Street _____
City _____ State _____

SEND COUPON TODAY!

Sells on Sight

KESTER METAL MENDER



The handy size of acid-core solder that is in such demand for household use. This fast 25c seller is packed in a new eye catching counter display carton. Your customers will grab for this item. Also available in the handy size is Kester Radio Solder (Plastic Rosin-Core Solder).



STRIKING NEW PACKAGE

BIG COIL

ONLY 25c

SMART DISPLAY CARTON
BUILDS SALES

**KESTER
METAL MENDER
SOLDER**



FREE OFFER

Send for your free supply of Kester's big new soldering booklet, "Soldering Simplified."

**KESTER
SOLDER**

KESTER SOLDER COMPANY

4207 Wrightwood Avenue, Chicago 39, Illinois • Newark, New Jersey • Brantford, Canada

TO HELP YOU SELL

water gears of outboard motors are also available. *Lubriplate Division, Fiske Bros., Refining Co.*, 129 Lockwood St., Newark 5, N. J.

Plow Display Rack

Empire self-contained self-service center floor plow merchandiser constructed of steel. It features adjustable steel pegs that may be interchanged and a sectional shelf or divider for a readily accessible stock of bolts or other accessories—items



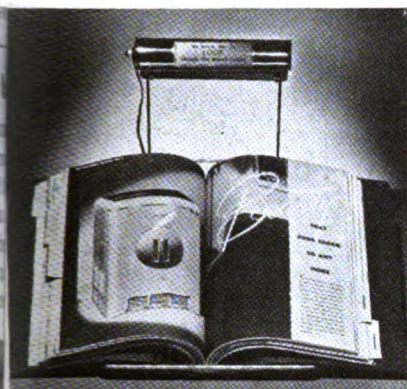
generally purchased with sweeps, shovels, teeth. Unit is 30 in. wide, 58 in. high and requires 8 sq. ft. of floor space. With a minimum order of \$250 covering Empire merchandise wholesalers charge \$10 for the unit. *The Empire Plow Co.*, 3140 East 65th St., Cleveland 4, Ohio.

Cotter Catalog

Cotter fall and winter 32-page rotogravure consumer catalog features the dealer's letter with a reproduction of his letterhead and personal signature on the front cover. Letter points out the merchandise the dealer has available and thanks the customer for the patronage the store has enjoyed. Front and back cover show selected items as traffic builders at special prices. The center spread features the new plastic housewares merchandise. A special section is devoted to power tools, farm supplies, sporting goods and appliances. Also included are leading lines of housewares and tools. A store display kit with window trim completes this phase of the merchandising program. *Cotter & Co.*, 365 E. Illinois St., Chicago, Ill.

Catalog and Counter Rack

Pritzlaff catalog and rack for the dealer. The catalog pages are the manufacturer's standard catalog pages or complete product catalogs.



Many of the pages are in color. In the front is a 33 page price service showing both wholesale and retail prices. Pages are perforated so that wholesale prices can be removed if book is used as a retail counter deal. Decals are applied to the chrome ramp shade on the rack, inviting consumers to look through the book. Catalog provided free, charge for rack, shade, lamp and cord being \$2. *John Pritzlaff Hardware Co., Milwaukee, Wis.*

Caster Counter Display

Faultless household caster three color enameled wood counter display is equipped with mounted caster samples. The display comes with an order of 50 sets of casters se-



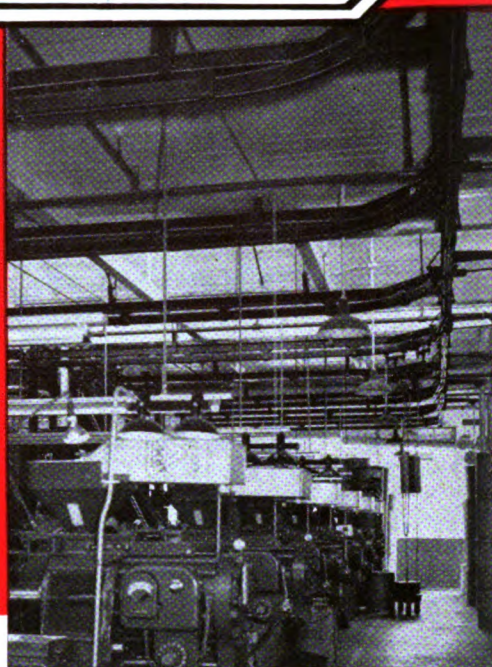
lected in the styles and sizes to fill the most frequent caster needs. *Faultless Caster Corp., Evansville, Ind.*

Canfield Catalog

The H. O. Canfield Co., Bridgeport, Conn., presents a new five color catalog which gives complete information on its lines. It pre-



Overhead Conveying Equipment

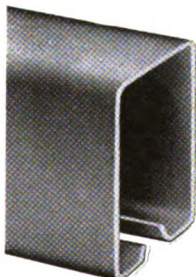


Gives You Real Dollar-Volume Business

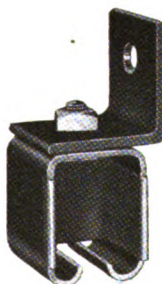
Industrial plants, factories, warehouses, commercial garages and repair shops—all are logical prospects for Coburn Overhead Conveying Equipment.

Coburn Enclosed Overhead Monorail helps them boost production or expedite deliveries through faster handling of materials. It provides unobstructed floor space, requires very little headroom, makes it easy to spot work directly over machines. Sectional design permits easy installation, rearrangement or extension as required. Used with hand chain or electric hoist, it will carry loads up to 3000 pounds. Power operated equipment is also available.

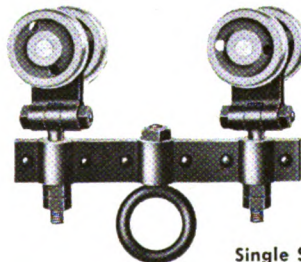
Write for catalog #220 describing Coburn Overhead Conveying Equipment, and for information on the engineering help we can give you in selling this profitable, dollar-volume item.



Track



Bracket



Single Swing-out Carrier

COBURN PRODUCTS



A Product of WICKWIRE SPENCER STEEL DIVISION OF THE COLORADO FUEL AND IRON CORPORATION

Sales and Engineering—56 Sterling Street, Clinton, Mass.

Executive Office—500 Fifth Avenue, New York 18, N. Y.

Sales Offices—Atlanta • Boston • Buffalo • Chicago • Denver • Detroit • Philadelphia

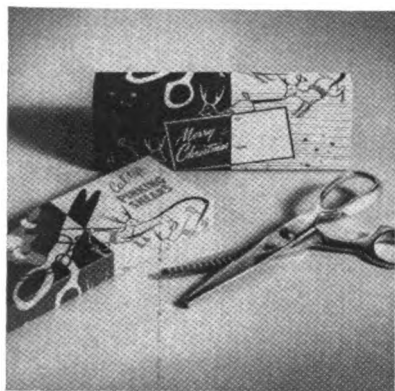
Pacific Coast—The California Wire Cloth Corp., Oakland 6, California

TO HELP YOU SELL

sents data on the new packaged line—Hoco. The Hoco line is a complete rubber plumbing specialties department consisting of tank balls, suction stoppers, basin and bath stoppers, closet seat bumpers, faucet washers and hose washers.

Pinking Shear Holiday Wrap

A three color Christmas wrapper slips over the Cal-Tep pinking shear box. This wrapper with its Christmas design has a spot to fill in names of giver and receiver. The wrapper is supplied at no extra cost. Available also is a three color



window streamer and counter card. *W. L. W. Mfg. Co.*, 233 N. California, Chicago, Ill.

Fastening Kit

Swingline Tot 50 automatic fastening kit is gift dressed, and consists of a poster fitting existing Tot 50 counter merchandiser. Poster may be used in the window to display a single Tot 50. Included is a Christmas streamer, five Christmas ad mats and a sales aid



order blank. *Speed Products Co., Inc.*, 37-18 Northern Blvd., Long Island City 1, N. Y.

Package Cummins Tools

Individual cartons fold easily into colorful counter displays and are used to package the Cummins Line of portable electric power tools and tool kits.

The Cummins line includes a 6-in. power saw, drills of $\frac{1}{2}$ and $\frac{1}{4}$ -in. capacity, a power polisher, attachments for planing and sanding,



and an assortment of handy kits for polishing, drilling, sanding, grinding and cleaning all surfaces—metal, wood, stone, etc.—*Cummins Portable Tools*, division of *Cummins Business Machines, Inc.*, 4740 N. Ravenswood Avenue, Chicago 40, Ill.

Cutlery Booklet

The Cutlery Story, written by Lewis D. Bement, executive secretary, the *Associated Cutlery Industries of America*, Deerfield, Mass., includes a history of the manufacture of cutlery and an outline on how to buy and care for knives. This 36-page book describes the actual making of a knife. Other material consists of: The basic six types of kitchen knives, slicers and carvers; the parts of a knife; kinds of steel that make good knives; choosing good cutlery; and the method of storing knives. Details on the alloys used today in cutlery are treated. Also the terms flat grind, hollow and concave grind are explained. Copies may be had for 25¢.

Glasbake Labels

Glasbake line of kitchen wares now equipped with a new five-feature colorful label offering style of item, size, price and guarantee.



Provide stock numbers for re-order and stock control. *McKee Glass Co.*, Jeannette, Pa.

Basketball Posters

The Seamless Rubber Co., New Haven 3, Conn., offers to its dealers 30 by 40 in. posters, printed in two colors, highlighting the tests to which the Kolite basketball is subjected to.

Stemware Pattern Cards

Libbey Glass stemware pattern identification cards carry the pattern name and price and Libbey's



trade mark. Suitable for shelf and table-top displays or other special exhibits. *Owens-Illinois Glass Co.*, Toledo 1, Ohio.

Ohio Kentucky Catalog

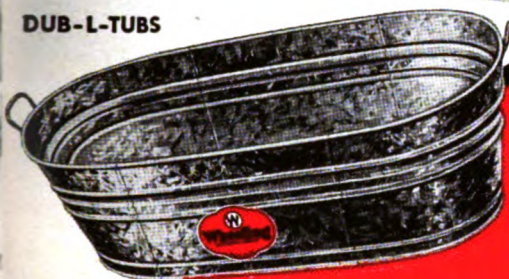
New 1951 Spring & Summer catalog shows line of 55 different models of baseball and softball

Your customers look to Wheeling for quality, value, dependability



Again this year, more and more people are learning that the famous Wheeling Red Label means the finest metalware money can buy. A new, intensive Wheeling advertising campaign is under way in This Week, Parade, Pathfinder and other magazines. Over 22,000,000 Wheeling Ware messages will reach your customers. Tie-in today . . . and reap big sales and profits!

DUB-L-TUBS



GARBAGE CANS



DRAINATUBS



RUBBISH BURNERS



MOP BUCKETS



UTILITY PANS



PAILS



TWIN-PAILS



COAL HODS



ASH CANS



SQUARE TUBS



SPRINKLING CANS

WHEELING CORRUGATING COMPANY • WHEELING, W. VA.

ATLANTA

BOSTON

BUFFALO

CHICAGO

COLUMBUS

DETROIT

KANSAS CITY

LOUISVILLE

MINNEAPOLIS

NEW ORLEANS

NEW YORK


PHILADELPHIA

RICHMOND

ST. LOUIS

FOR YOU...

ONE OF THE
GREATEST SELLING IDEAS
IN THE FREEZER INDUSTRY TODAY!

BEN-HUR  **TAG**
on every freezer in the brilliant
New BEN-HUR Line of
"America's Finest"
farm and home freezers

*R. O. P. means a RECORD OF PERFORMANCE is on file at the factory for every BEN-HUR freezer you sell! To your customer, that's extra proof of superiority in food freezing and storage, an extra-powerful guarantee of long years of freezer service that only BEN-HUR CAN OFFER.

Ask your distributor why the BEN-HUR franchise is one of the best volume-and-profit producers of the year — or write for details.



FOUR new BEN-HUR Freezers meet every family need — 8.5, 12.5, 16 and 20 cubic foot capacities. Every one with an R.O.P. and rich in new sales features.

BEN-HUR MFG. CO.
Dept. HA, 634 E. Keefe Ave.
Milwaukee 12, Wisconsin

BEN-HUR **FARM and HOME FREEZERS**
REPRESENTED BY LEADING INDEPENDENT DISTRIBUTORS AND DEALERS



Every lock needs

LOCK-EASE®

graphited **LOCK FLUID**

BEST PROTECTION AGAINST FREEZING-STICKING-RUST

This winter — give your customers the best in lock maintenance. Use Lock-Ease! Sell it for car, home, and factory use. Easy to apply. Penetrates quickly, helps seal out moisture. Gives maximum protection against freezing. Approved by leading locksmiths. Sold by hardware and locksmith jobbers everywhere. Order now!



4-oz. Can delivers drop or pressure stream. List Price

35¢

AMERICAN GREASE STICK CO., Muskegon, Mich.

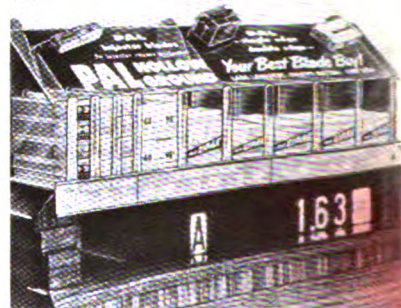


TO HELP YOU SELL

gloves and mitts. Catalog has 32 pages. **Ohio Kentucky Mfg. Co.**, Ada, Ohio.

Pal Blade Display

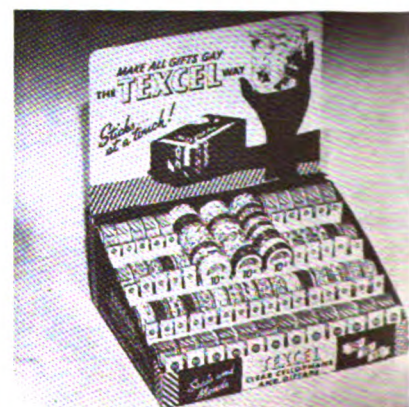
Razor blade merchandiser rack of metal and lucite for register tops, 17 3/8 in. long and 4 in. wide.



Rack dispenses from front and back. Rack features all types of blades, each in three Pal price groups. Prices are marked front and back. Unit is delivered assembled. Available free with Pal's special register rack blade assortments. **Pal Blade Co., Inc.**, 43 West 57th St., New York City 19.

Tape Display

Tape paperboard display features an assortment of Texcel clear Cellophane and Giftape on four tilting platforms. They provide a full view of each roll of tape, marked by price trays. Four color display card is framed along the lower edge



with red and white candy stripe tape. **Industrial Tape Corp.**, New Brunswick, N. J.

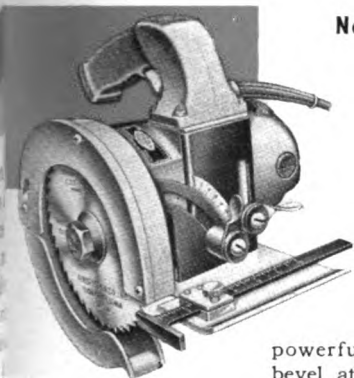
(Resume reading on page 14)

THIS CHRISTMAS BUILD

Good Will and Extra Profits by

Featuring and Selling Long Lasting

Cash-in on the 36 years reputation of SIOUX Quality Tools that your customers wanted but which heretofore were only available to the Automotive, Aviation and Industrial plants throughout the world. NOW—Home Owners, Craftsmen, Farmers and Shops (thru you only) can get the same quality tools. Tool minded people know and want SIOUX TOOLS. Shown are only a few of the famous tools SIOUX offers the public.



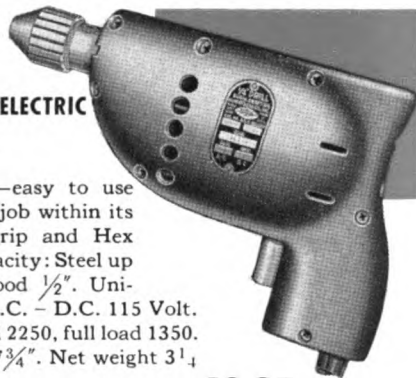
No. 1806 ELECTRIC HAND SAW

6"—capacity, 2"—a general purpose saw for everybody who likes to do things and for carpenters and builders. True one-hand operation. Ball and Roller Bearing throughout. Safety guard with spring return. Blower keeps line free of sawdust. Universal Motor—A.C. - D.C. 115 volt, 8 amperes. Permanently lubricated. Safe, dependable, light,

powerful. With depth and bevel attachment, combination blade and wrench. **List only \$61.95**

No. 1885—1/4" ELECTRIC DRILL

Light—flexible—easy to use on any drilling job within its range. Pistol grip and Hex key chuck. Capacity: Steel up to 1/4"; Hardwood 1/2". Universal Motor, A.C. - D.C. 115 Volt. R. P. M. no load 2250, full load 1350. Length overall 7 3/4". Net weight 3 1/4 lbs.



List Price only \$19.95



No. 1822—1/4" DRILL TOOL SET for Drilling, Grinding, Wire Brushing, Cleaning, etc. Set includes 1/4" Drill, Pistol Grip; Horizontal Stand; 1/4" Arbor Shank; 4" Wire Brush; 3" Grinding Wheel; 3" Cloth Buffer; Tube of Polishing Compound; seven 1/16" to 1/4" High Speed Drills for Steel; two Drill Bits 3/8" and 1/2" for Wood; Metal Box for Kit.

List only \$38.55

ALSO: 1/2" Electric Drills; 1/4" and 1/2" Drill Stands. High Speed Hole Saws. Additional Wire Wheel Brushes and Grinding Wheels. 6" and 7" Bench Grinder. Data on same sent upon request.

DEALERS: Contact your wholesaler NOW or write us. Complete information on request. You can cash in BIG on these versatile tools.



No. 1865 ELECTRIC POLISHER-SANDER-DRILL

A light-weight unit to eliminate tedious hand polishing or sanding on woodwork, furniture, floors or automobiles. Will polish or sand all kinds of surfaces. Set includes Polisher-Sander; moulded Rubber Backing Pad; 1/4" Chuck for drilling; 6" Wool Polishing Pad; Can Polishing Wax. Three 5" Sanding Discs, fine, medium, coarse.

List only \$29.25

SEE OUR AD in SATURDAY EVENING POST—December 9. It will create business for you. Other ads appeared in October and November.

STANDARD THE
ALBERTSON & CO., INC.



WORLD OVER
SIOUX CITY, IOWA, U. S. A.

Fair Trade Group Studies Anti-Fair Trade Statutes

Missouri and Texas, two of the three non-Fair Trade states, will continue more vigorously than ever to enforce their anti-trust legislation which specifically restricts any attempts of manufacturers to establish prices at which their products may be sold at the dealer or consumer level.

The attitude of these states was described in detail by representatives of the anti-trust divisions of the Attorney-General Offices of Missouri and Texas, at the 11th annual conference of the American Fair Trade Council, at the Waldorf-Astoria, in New York, on Nov. 16.

John G. Brannon, Kansas City, Mo., former head of the anti-trust division of the Missouri Attorney General's Office read a statement quoting Attorney General J. E. Taylor as saying "it is my intention to continue with increasing vigor the present campaign against price regulation and control by private business."

In a similar fashion, E. Jacobson, of the anti-trust Division of the Texas Attorney General's office, declared that his office will continue to prosecute any attempts of manufacturers to control the prices at which their goods may be sold in that state.

At an "All-industry Emergency Meeting," manufacturers had the opportunity to question Brannon and Jacobson about the attitudes of their respective offices with respect to anti-trust legislation. They were strongly warned that they make themselves liable to extremely severe penalties by any attempts to establish resale prices, either by contracts or by any coercive methods, in these two states.

An imposing panel of experts, together with manufacturers who take advantage of the fair trade laws of the 45 states which have such permissive legislation, explored every facet of the merchandising principle, at the afternoon session.

The consensus of the fair trading manufacturers was that even though their merchandising efforts are severely hampered by the artificial barriers which surround Texas, Missouri, Vermont and the District of Columbia, that they lean more strongly on fair trade than ever before.

Several speakers stated that their entire distributive systems are totally dependent on the continuance of fair trade.

A number of manufacturers declared that despite an avalanche of complaints which have been made against fair trade, the system will work successfully provided that the manufacturer makes an honest attempt to enforce his price contracts.

J. T. Boone, assistant sales manager of arms and ammunition of Winchester Repeating Arms Co., one of the forum panel members said "Independent hardware and sporting goods dealers wanted Fair Trade prices as a protection against lower prices by other kinds of retail outlets which sometimes used firearms as store traffic builders or strictly temporary seasonal leaders. As firearms became more popular as salable merchandise with other consumer outlets, it seemed advisable to assure a reasonable profit margin in order that complete stocks could be maintained."

E. B. Weiss, Director of

Merchandising of the Grey Advertising Agency, New York, deplored the growing tendency towards the concentration of retailing in the hands of big merchandising companies.

Mr. Weiss stated that some 400 giant retailers control over half of the over-the-counter volume. "Exactly 20 retailers," he stated, "took into their tills no less than \$1 out of every \$5 spent for most general merchandise classifications."

He concluded, "You can't have robot retailing unless you have pre-sold brands—and that means advertised brands. You can't have retail profits unless you have maintained prices—and that means Fair Trade."

John W. Anderson, President of the Anderson Co., Gary, Ind., was reelected president at the 11th annual meeting. The A.F.T.C. has its administrative offices at 1434 W. 11th Ave., Gary, and maintains a New York office at 11 E. 44th St.

SOILAX ELECTS OSBORN NEW PRESIDENT

E. B. Osborn, for the past eight years vice president and general manager of Economics Laboratory, St. Paul, Minn., was elected president



M. J. OSBORN



E. B. OSBORN

and general manager at a directors' meeting. He succeeds M. J. Osborn, who has been president of the corporation since its inception 28 years ago. Mr. M. J. Osborn continues active as chairman of the board of directors.

Mr. Osborn entered the company's employ 22 years ago and has served in the accounting department, as sales serviceman, salesman, sales manager, plant manager, and general manager.

McSHERRY HEADS SALES FOR DAVID ROUND

David Round & Son, Cleveland, Ohio, has announced the appointment of W. J. McSherry as sales manager. He has been with the company for 12 years as district sales representative and more recently as assistant sales manager. W. G. Holley, formerly sales manager, has been elevated to the post of general manager.

ELECT J. B. ELLIOTT SCHICK DIRECTOR

J. B. Elliott, vice president in charge of consumer products for the RCA-Victor division of Radio Corp. of America, has been elected a member of the board of Schick, Inc., Stamford, Conn.

GE while it's HEWS

THE TRADE ★ ★ ★ ★ ★ ★ ★

NOVEMBER 30, 1950

INLAND STEEL PRODUCTS ADVANCES H. B. BROWN

Inland Steel Products Co., Milwaukee, Wis., has announced the appointment of



H. B. BROWN

H. B. Brown as assistant general sales manager. Mr. Brown will continue to give general direction to the metal lath products sales division, which he managed prior to his promotion.

Mr. Brown started with the Northwestern Expanded Metal Co. in 1924 and later was for many years with the United States Gypsum Co. Jack Brown came with Inland in 1948.

B. F. GLADDING ELECTS WITHERILL PRESIDENT

Lawrence L. Witherill was elected president of B. F. Gladding & Co., South Otselic, N. Y., following the purchase of the company by a group which is headed by Mr. Witherill and John J. Dougherty.

Other officers elected include: Mr. Dougherty, executive vice-president; Billie A. Coleman, vice-president; J. Raymond Stevens, treasurer and assistant secretary; George W. H. Allen, secretary; and Catherine A. Martin, assistant treasurer.

The directors are: Messrs.

Allen, Witherill, Coleman, Dougherty and Horace P. Aikman, Richard F. Harrison, and Dorothy C. Witherill.

ASSISTANT SALES HEAD FOR NICHOLSON FILE

Nicholson File Co., Providence, R. I., has announced the appointment of Paul J. Roddy as assistant domestic sales manager, to assume the duties of Edmond A. Neal, who has been advanced to domestic sales manager.

He taught science and business subjects in the city of Providence Junior and Senior School systems until 1935, when he resigned to go with Nicholson. He finished a six months' intensive training course at the Providence factory and then went to upstate New York and western Pennsylvania area, where he represented the company as a service engineer and salesman. In 1942 he was recalled to the Providence office to supervise the rotary file division of the company which was put into operation during that year. In 1947 he was appointed district manager of the Metropolitan New York-New Jersey territory, from which point he has been recalled to the home office to assume his present duties.



PAUL J. RODDY

S. M. Jones Vice-President Of New York Wire Cloth Co.



STUART M. JONES



WILSON F. BARNES

Louis D. Root, president of the New York Wire Cloth Co., of New York City and York, Pa., has announced the appointment of Stuart M. Jones as vice president in charge of sales for Durall aluminum tension screens, Aldura aluminum screening, Liberty bronze screening, and Opal galvanized screening. He succeeds Wilson F. Barnes, who retired June 30.

Mr. Jones joined the company in 1940, and was promoted to general sales manager in 1946. During World War II, he served three years in Washington as the wire screening consultant to the WPB. Mr. Jones' experience in the screen cloth business totals 19 years. Prior to his association with the New York Wire Cloth Co., he was assistant to the president of the Hanover Wire Cloth Co.

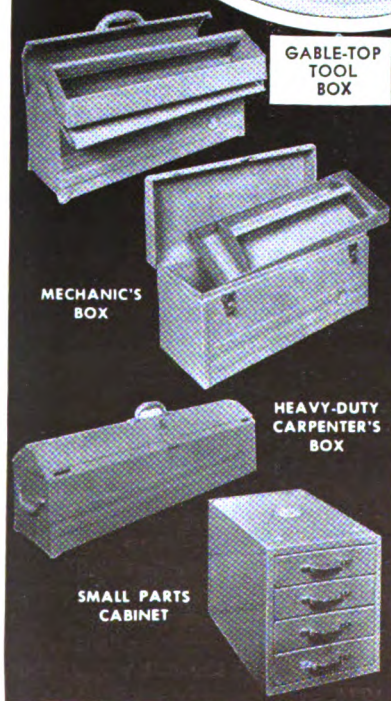
Mr. Barnes entered the employ of the New York Wire Cloth Company in 1921, rising to secretary in 1924,

and vice president in charge of sales in 1940. Previously, he was eastern district manager of The Ruberoid Co.

WALTCO WITHDRAWS SALT WATER RODS

Due to the critical shortage in fibreglass yarn, Waltco Products regrets that it can no longer adequately supply its wholesalers with salt water tackle, according to Sidney Klein, general manager. Mr. Klein, in announcing the withdrawal of salt water model numbers 105, 106 and 107, stated that this step has been taken in the best interest of the wholesalers. It takes approximately five times as much glass fibre to make a heavy boat rod as it does to make a casting rod, he explained. This step was taken to assure more adequate supplies of casting rod units. The Waltco management assures their distributors that when raw materials are available in adequate supply, the salt water models will again be made.

The Quality Line



The WATERLOO LINE is a fast-moving one. These boxes have an eye appeal combined with a rigid, rugged construction, which makes them outsell competition. Special patented design eliminates bulk, insures extra strength with no added weight. Competitively priced, they meet and beat competition. That's why dealers are replacing slow-moving lines with these TOP-QUALITY WATERLOO BOXES.

Waterloo
VALVE SPRING
COMPRESSOR CO.
WATERLOO, IOWA

L. Erwin Stapley to Direct O. S. Stapley Management



L. ERWIN STAPLEY



DELBERT L. STAPLEY

L. Erwin Stapley, life-long member of management in The O. S. Stapley Co., Phoenix, Ariz., has been appointed general manager.

He will assume the responsibilities of his brother, Delbert L. Stapley, who retains his position as president of the board, and who will continue in that capacity.

This change was made necessary by the former general manager's recent appointment as an Apostle in the Church of Jesus Christ of Latter Day Saints.

In 1914, D. L. Stapley entered full-time into the business which had been founded by his father, Orley S. Stapley, in 1895. He eventually became manager of the Mesa store, and was made buyer for the company in 1927 with headquarters in Phoenix. He took over general management of the firm when his elder brother, O. Glenn Stapley, entered semi-retirement in 1939, and was elected to the office of president in addition to his duties as general manager, when O. Glenn died in 1949.

L. Erwin Stapley assisted in opening the firm's retail store in Chandler in 1920. After periods of service in Chandler, Glendale, and Phoenix, he became manager of the Chandler store, where he remained until 1927.

In 1949 he transferred to Phoenix to assist in general management activity in the general offices of the firm. He has been secretary-treasurer of the board of directors for a number of years, and will continue in that capacity. His

duties will include general managership of Stapley's state-wide wholesaling division, Arizona Hardware Co.

Thyrle H. Stapley, active in the company since boyhood, has been named general sales manager in addition to his position as assistant secretary-treasurer of the board of directors.

He became a full-time employee of the Phoenix store in 1925. In 1928 he was transferred to the wholesale department and became manager of that unit later the same year. He continued in this capacity when Stapley's purchased the Arizona Hardware & Supply Co., which was reorganized as the Arizona Hardware Co.

In 1947 he was given the responsibility of supervising the entire hardware division, both retail and wholesale.

A fourth brother, Wayne C. Stapley, vice president of the board of directors, continues in his capacity as manager of the Chandler store.



THYRLE H. STAPLEY

SCOTT ADVANCED TO MANAGER SARGENT STOCK SALES

Walter D. Scott has been appointed manager of the stock sales division of Sargent & Co., New Haven, Conn.



WALTER D. SCOTT

gent & Co., New Haven, Conn.

Mr. Scott has been employed by the firm since 1927 and has represented Sargent in Maryland, Delaware, Pennsylvania, North Carolina, Virginia and the District of Columbia.

He was called to New Haven in the spring of 1948 to become the sales manager of the newly acquired Schollhorn Division, manufacturing Bernard hand tools.

He will now direct sales operations for both Sargent and Bernard tools and all of the firm's stock hardware products.

NESCO ORGANIZES UNIT TO SELL, MAKE FRIT

The formation of a new division to manufacture and sell a line of commercial frit—the raw material for making porcelain enamel—was announced by William Howlett, executive vice president of Nesco, Inc., Chicago, Ill.

Mr. Howlett said the firm will produce and nationally merchandise the frit from the Granite City, Ill., plant and will make available to industry a complete research and development service to find new uses and markets for products made from the compound.

In addition to selling frit commercially, Mr. Howlett said, Nesco will replace its enamel cooking-ware business with a new line of enameled specialties. The com-

pany will continue to use its enamel facilities for its line of electrical appliances, including new electric roaster models.

Mr. Howlett said the firm will shortly appoint a national sales manager to handle merchandising of its commercial frit supply, and a director of porcelain research.

AMERICAN KITCHENS SALES HEAD IN WEST

Charles K. Clarke, veteran kitchen and appliance executive, is the western regional sales manager for American Kitchens, Connersville, Ind., it has been announced by F. F. Duggan, general sales manager of American Central Division-Avco Mfg. Corp.

Mr. Clarke until recently was sales manager of Kitchen-Kraft Products, Midwest Mfg. Corp., Galesburg, Ill.

Mr. Clarke assumes control of American Kitchens western sales organization with headquarters at 564 Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.

SPECTOR JOINS LOWEBCO AS SALES MANAGER

Gilbert H. Spector has been named sales manager of Lowebo, Inc., Chicago. Mr. Spector was formerly sales director for the Gibbs Mfg. Co., of Philadelphia. He will promote national sales of three of Lowebo's major products, Wilsolve, Oncrete for Concrete and Stromex.

The products are being marketed through department stores, building material dealers, retail paint and hardware stores, mill supply houses and other outlets.



GILBERT H. SPECTOR

Your Best Seller

Most Useful Gift a Man can Receive!

GENUINE VISE-GRIP WRENCH

LET YOUR CUSTOMERS
NAME THE JOB-----
VISE-GRIP DOES IT
QUICKLY-EASILY

America's Leading Hand Tool!

Here is the most useful gift a man can receive. No other tool can match VISE-GRIP in these "most wanted" features . . . it Locks . . . it Clamps . . . it Twists . . . it Turns . . . it Pulls . . . it Cuts . . . IT HOLDS . . .

Your Customers Want Genuine VISE-GRIP

For the protection of your customers, the name VISE-GRIP is stamped right into the tool. REMEMBER . . . it is not genuine unless it bears this trademark.



The Mark of Quality

Low Retail Price

WITH Cutter	No. 7W	7-in.	\$2.25
	No. 10W	10-in.	2.60
WITHOUT Cutter	No. 7C	7-in.	1.95
	No. 10C	10-in.	2.25
Also World Famous Straight Jaw Model:			
	No. 7	7-in.	1.85
	No. 10	10-in.	2.15

Display 'Em — You'll Sell 'Em

Manufactured **PETERSEN** Only By **MFG. CO., INC.**

Dept. HA-11 DeWitt, Nebr.

PORTABLE VISE

POSITIVELY WON'T SLIP

LOCK-ON HANDLE

CLOSE QUARTERS

WARREN DIRECTS SALES FOR OHLEN-BISHOP

L. E. Warren has been named vice-president and sales manager of the Ohlen-



L. E. WARREN

Bishop Mfg. Co., Columbus, Ohio.

Mr. Warren has been associated with Ohlen-Bishop for 25 years. Most recently he has served in the capacities of production manager, advertising manager and sales manager.

SUPPLEE-BIDDLE MARKS PRESIDENT'S BIRTHDAY

The 17th annual birthday party attended by 500 employees, was tendered Wm. Geo. Steltz, president, Supplee-Biddle-Steltz Co., Bristol at Fifth St., Philadelphia, Pa., in the company's Merchandise Fair Building.

Each year an outstanding item in the company's selling is selected by the 130 sales representatives, to be honored. This year the title went to The Aluminum Cooking Utensil Co., for its Wearever aluminum ware. The representatives from the company were on hand to receive a silver trophy and scroll.

Mr. Steltz also received special messages of congratulations from manufacturers, employees and dealers.

G.E. MAKES STAFF ADVANCEMENTS

H. L. Disco and E. R. Koester have been appointed assistant managers of manufacturing for the General Electric Co's., appliance and merchandise department, it has been announced.

The department also announced the appointments of G. F. Kelley as manager of

manufacturing engineering and of C. A. Rystogi as assistant manager of manufacturing of the household refrigerator division at Erie, Pa.

New superintendents in the refrigerator division are: E. J. Fisher, who will be in charge of the refrigerator unit section; M. F. Payne, in charge of the refrigerator cabinet section; and G. J. Kane, in charge of the freezer section.

PORTER-CABLE BUYS JOHNSON CORP.

De Alton J. Ridings, president, Porter-Cable Machine Co., Syracuse, N. Y., has announced the acquisition of the Johnson Engineering & Sales Corp., Rockford, Ill. The Johnson company manufactures air-driven sanding machines. These sanders will become a part of Porter-Cable's Speedmatic line of electric tools including saws, abrasive belt sanders, routers, shapers, planes and lock mortisers. All production facilities of Johnson are being moved to Syracuse.

ELECT BORG-WARNER VICE-PRESIDENT

Mathew Keck has been elected a vice-president of Borg-Warner Corp., 310 S. Michigan Ave., Chicago 4, Ill. He also will continue in his post as treasurer.

Mr. Keck joined the Borg & Beck Co., in Moline, Ill., in 1920 as controller, then became secretary-treasurer. He was named secretary-treasurer of Borg-Warner when the corporation was formed in 1928, with Borg & Beck as one of the four original founding companies. He retained that post until last April, when he became treasurer and Ray W. Dose was named secretary.

U. S. RUBBER CO. PROMOTES CONLON

Joseph A. Conlon, formerly district sales manager, Chicago branch, has been appointed manager of allied sales for the mechanical goods division, United States Rubber Co., Rockefeller Center, New York City, Walter F. Spoerl, general sales manager, announced.

At the same time, Edwin D. Meade, formerly manager of Western railway sales, was appointed district sales manager, Chicago branch.

With headquarters at the company's offices in Rockefeller Center, New York, Mr. Conlon will be responsible for sales and merchandising activities of the following affiliates of the mechanical goods division: Eureka fire hose division, L. H. Gilmer division, New York Belting & Packing Co., and the card clothing sales division.

NAME CONNORS STEEL GENERAL MANAGER

B. C. Blake has been appointed vice president and general manager of Connors



B. C. BLAKE

Steel Co., Division of E. I. Porter Co., Inc., Birmingham, Ala., it was announced. He succeeds H. P. Bigger, who recently resigned for reasons of ill health.

Mr. Blake, formerly works manager of the company, will be responsible for the complete operation of the Connors Division with which he first became associated in 1929 in the structural engineering department. In the intervening years, he rose steadily to more responsible positions.

EAGLE-PICHER NAMES ATLANTA SALES HEAD

Harwood F. Merrill, vice president and general manager of the paint and varnish division of The Eagle-Picher Co., Cincinnati, Ohio, announced the appointment of M. W. Venable as sales manager of that division's Atlanta district. In that capacity, Mr. Venable will supervise the company's paint, varnish and enamel sales throughout all of the southeastern states.

NESCO PLANT REPAIR

A two-year repair and rehabilitation program for the large Granite City, Illinois, plant of Nesco, Inc., involving more than a quarter-million dollars worth of work, was announced by William Howlett, executive vice president.

Mall Tool Demonstration Buses



Modern demonstration buses, valued at over \$100,000, fully equipped with Guide-Master electric power tools, are touring the country to introduce the advantages of low-priced portable power for the home, farm and industry. Demonstrations are held at dealer and prospective dealer stores, local and state fairs and exhibits. Each bus is a complete workshop in itself and allows the public to pass through, inspect and try out these tools. Mall has found this new method of sales promotion very successful for its dealers by building up store traffic and sales. These factory demonstrations are helping to make the prospects power tool minded, according to Mall Tool Co., Chicago.

HURRICANE

POWER MOWERS

*Cut a Wide Swath of Profits
for You!*



Hurricane mowers get the high grass up close to flower beds and shrubbery, along walks and drive-ways. This young lady finds little effort in using the light and maneuverable Hurricane "JR."

Your Profit is Bigger when you sell the Top-Quality Line. HURRICANE is proven! Proven in customer popularity! Proven in durability! Proven in fine service! Proven by more sales and bigger demand each year!



Note the compact, neat appearance and the rugged construction of this great lawnmower. Hurricane handles easily, stores easily, looks good and does a marvelous job of lawnmowing!

Easy to Use — Easy to Sell



Just a short, easy pull on the starter cord makes Hurricane's powerful engine purr. No gadgets to adjust. Built-in automatic governor keeps blade speed constant. Note side guard, extra safety feature at starting.



When engine starts, pull back the handle (which lies forward out of the way in picture at left), and then lift up the folding safety side guard. The opening thus made is the throw-out for cut grass, to avoid windrowing.

JOBBERs: Contact us for open territories. Some choice opportunities are still available in the hardware and implement fields.

TWO PROVEN MOWERS

HURRICANE — For the big lawn. Fast, easy and pleasant to use, it glides over spacious lawns, or slashes through high, tough grass and weeds.



HURRICANE "JR." — For the small lawn. Smaller, lighter than the big Hurricane, but powered for heavy work, "JR." is engineered with the same care as its big brother, to bring fine power mower performance at low cost to the home owner who has a small lot.



FINE ENGINEERING MAKES HURRICANE GREAT

- 4-cycle, 1 1/2 h.p. gasoline engine • Automatic governor • Full-floating friction drive • Rust-proof silver-plated drive shaft • Malleable aluminum chassis • Ball-bearing wheels (four of identical diameter) • Very hard steel blade with suction fan-tip • Adjustable cutting height • Attractive bright colors for sales appeal • Floating handle with comfort grips • Turning crutch for great maneuverability • Genuine Hurricane Parts and Service always available.

**Make Sure NOW That You'll
Be Ready Next Spring**

NATIONAL METAL PRODUCTS CO., INC.
Dept. H-5, 2722 Cherry Street, Kansas City 8, Mo.

Yes, I want to be sure I can meet the demand for Hurricane next spring. Send me full details now.

Name

Address

City Zone State

NATIONAL METAL PRODUCTS CO., INC. • KANSAS CITY 8, MO.

Hinges



For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . .

quality produced by

Griffin.



Every DOOR NEEDS THREE!

GRIFFIN—

Manufacturing Company

ERIE • PENNSYLVANIA

SALES OFFICE

45 Warren Street, New York 7, New York
1639 Fargo Avenue, Chicago 28, Illinois
9344 Woodward Avenue, Detroit, Michigan
115 Broad Street, Boston, Massachusetts
1355 Market Street, San Francisco 3, California
917 St. Charles Avenue, Atlanta, Georgia
308½ North Harwood, Dallas, Texas
4524 East 80th Street, Seattle, Washington
785 North President Street, Jackson 6, Mississippi
4638 Mill Creek, Kansas City, Missouri
2811 Garrison Blvd., Baltimore 16, Maryland
1620 Garfield Street, Denver 6, Colorado

IN CANADA

15 Wellwood Avenue, Toronto, Ontario

JENKINS HEADS ATKINS EASTERN REGION

E. C. Atkins & Company, Indianapolis, Ind., has announced the appointment of



HOWARD E. JENKINS

Howard E. Jenkins as manager of the eastern territory with headquarters in New York City.

Mr. Jenkins, at the time of his recent resignation from the Nicholson File Co., of Providence, R. I., was assistant sales manager and assistant to the director of sales.

He had previously been buyer with the Simmons Hardware Co., Edward K. Tryon Co., and Supplee-Biddle Co. In his new position, Mr. Jenkins will direct all marketing and selling activities in New England, New York, Pennsylvania, Delaware, Maryland, and the District of Columbia.

NEECE NEMA MAJOR APPLIANCE HEAD

B. C. Neece, vice president, Landers, Frary & Clark, was elected chairman of the Major Appliance Division of the National Electrical Manufacturers Association, at its annual meeting held in Atlantic City.

Reese Mills, assistant manager of appliance sales, Westinghouse Electric Corp., was elected vice chairman.

E. B. Derr, product specialist, refrigeration sales, International Harvester Co., was elected chairman of the household refrigerator section of the association.

W. F. Ogden, manager of products, Hotpoint, Inc., was elected vice chairman.

G. L. Rees, manager, Gibson sales, Gibson Refrigerator Co., was elected chair-

man of the electric range section.

H. J. Holbrook, range and electric water heater sales manager of Norge division, Borg-Warner Corp., was elected vice chairman.

G. H. ROTHWEILER JOINS J. WISS & SONS

Graham H. Rothweiler, formerly credit manager of Heller Bros. and Interchemical Corp., is now affiliated with J. Wiss & Sons Co. of Newark, N. J., in the same capacity.

Mr. Rothweiler has held many important posts such as president and director of New Jersey Association of Credit Executives, president & director of Paint & Allied Industries Credit Association and director of the National Association of Credit Men. He is a former member of the credit governing board of the Motor & Equipment Manufacturers Association and of the credits and collection committee of the National Paint, Varnish & Lacquer Association.

BINGER HEADS CAREY INDUSTRIAL SALES

Albert E. Binger, Jr. has been appointed to the position of industrial sales manager Philip Carey Mfg. Co., Lockland, Ohio.

NOMA NAMES LUKATS WARD'S ASSISTANT

Joseph H. Ward, executive vice president, Noma Electric Corp., 55 W. 13th St., New York City, announced the appointment of Nicholas P. Lukats as his executive assistant. Mr. Lukats has been associated with the corporation since 1948 in the capacity of customer relations director.



NICHOLAS P. LUKATS

ntly Campbell and E. N. Rousseau

Appointed By Western Brass Mills

ntly M. Campbell has n appointed assistant gen- l sales manager and Edgar Rousseau has been named assistant to the general sales nager, it was announced David T. Marvel, general es manager of the Western ass Mills division of Olin ustries, Inc., East Alton,

Mr. Campbell had pre- usely been sales manager of districts west of Cleve- d, Ohio, and Mr. Rousseau s in charge of all districts st of Cleveland.

Mr. Campbell has been with estern 10 years. He was ap- inted mill products sales anager in 1948, and in 1950 came sales manager of the estern division. His new du-

ties will include the supervi- sion of the East Alton and New Haven offices, the techni- cal sales group, and the dist- rict sales organization. Prior to 1940 Mr. Campbell was sales manager of the Norge heating division of Borg- Warner.

Mr. Rousseau, who has been associated with Western Brass Mills for 20 years, was appointed fabricating sales manager in 1946, and then sales manager of the eastern division in 1950. In his new position, Mr. Rousseau will continue at the New Haven office, in charge of headquar- ters accounts, and special ac- counts, as well as assisting the general sales manager in the supervision of the east- ern district sales activities.

G. M. BAIRD ADDS TWO SALESMEN

G. M. Baird & Co., man- ufacturers' representatives, 502-3-4 Sterick Bldg., Mem-phis 3, Tenn., has added two representatives to its sales orce.

Warren W. Castle, former- y with York Arms Co., Mem- his, Tenn., will assist I. W. Williams in the southeastern eritory. Mr. Castle has had bout 20 years' experience in he sporting goods field.

E. J. Smith, formerly man- ger, builders' hardware de- partment, Stratton-Warren Hardware Co., Memphis, Tenn., and more recently nager of the builders' ardware department of F. J. Stearns Hardware, Inc., ot Springs, Ark., will cover he southwestern area with J. W. McKnight. With these wo additions, the company ow has five salesmen on the



E. J. SMITH

road, namely, Chas. W. Mc- Knight, E. J. Smith, I. W. Williams, Warren W. Castle and G. M. Baird, Jr., with G. M. Baird, Sr., in the home office. The company covers: Arkansas, Oklahoma, Texas, Louisiana, Kentucky, Vir- ginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Tennessee.

JIG DRILL BUSHINGS SENT FREE BY AIR

L. A. Spievak, general manager of Products Engi- neering Co., has announced establishment of a service permitting its customers to receive free air express de- liveries to any part of the United States on orders for A.S.A. standard jig drill bushings.



WARREN W. CASTLE

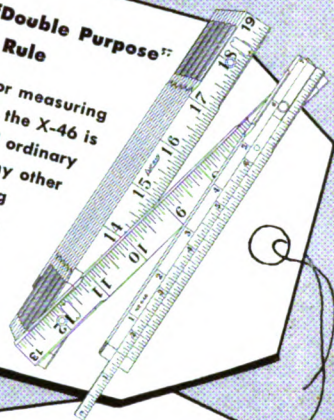
Step-Up Xmas Sales with these . . .

3 Nationally Advertised **LUFKIN** GIFT ITEMS

Display them... Recommend them
to all your women customers!

X-46 Lufkin "Double Purpose" Extension Wood Rule

Wanted by every man for measuring jobs at work or at home, the X-46 is really 2 rules in 1! For all ordinary measuring it's used like any other rule . . . then, for measuring inside windows, doors, etc., there's a built-in extension slide of solid brass! Display the X-46 and you'll sell it!



Lufkin Chrome-Clad Mezurall Tape-Rule

Handy for dozens of measuring jobs at work or around the house. Chrome-Clad steel blade has easy-to-read markings that are durable. With patented self-adjusting end hook for accurate butt-end and hook-over measuring. Blades are replaceable. Show the Mezurall to your customers and they'll buy it in preference to others!



Lufkin "Leader" Chrome-Clad Steel Tape

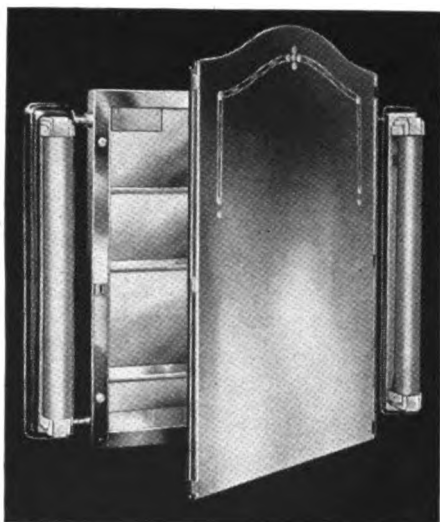
Here's the gift that will be genuinely appreciated by every man for those longer measuring jobs at work or at home. Chrome-Clad steel line has durable, easy-to-read markings. Case is handsomely covered with heavily nickel plated fittings. Available in 25, 50, 75 and 100-ft. lengths.



Sell **LUFKIN** TAPES • RULES
PRECISION TOOLS

THE LUFKIN RULE CO.

SAGINAW, MICHIGAN • NEW YORK CITY • BARRIE, ONTARIO



THE CABINET THAT HAS EVERYTHING

Here is a cabinet that, in beauty as well as utility, stands unsurpassed by even the most expensive cabinets on the market, yet it is very moderately priced.

It is outstanding in appearance not only because of its fluorescent lighting and polished plate mirror, but also because it is chromium plated inside and out.

Other features are: A junction box which reduces electrical installation costs. Piano hinges. Convenience outlet. Cushion-spring door stop. Razor blade drop. All wires encased.

WRITE
FOR
LITERATURE

18 Models

• Write for descriptive literature on our complete line of bathroom cabinets.

Ideal Cabinet Corporation

Division of Deslauriers
Column Mould Co., Inc.

7722 JOY ROAD

DETROIT 4, MICH.

The **Ideal**
CABINET

DOYLE NAMED APPLIANCE FIRST VICE-PRESIDENT

R. F. Doyle has been appointed executive vice president and general manager of



R. F. DOYLE

the Appliance Mfg. Co., Alliance, Ohio.

Mr. Doyle, as he is familiarly known in the trade, was formerly president of the Alliance Mfg. Co., Alliance, Ohio, and was one of the founders of that concern in 1925.

No changes are contemplated in the other executive personnel which continues with K. J. Crider, vice president in charge of manufacturing, F. W. McGrath, vice president in charge of sales, and Ray Shanks, secretary and treasurer.

MASTER RULE OPENS MIDDLETOWN OFFICES

The new home of Master Rule Mfg. Co., Inc., Middletown, N. Y., was dedicated recently.

R. C. Nicholson, president of the company, officially opened the building and commemorated it to his father, the late C. N. Nicholson. The event was followed by an open house. Among those attending were the board of directors, the office staff, and many residents and officials of the city.

L. E. COOPER ELECTED MONTANA PRESIDENT

At the annual convention of the Montana Hardware and Implement Association, Nov. 2-4 at Missoula, the following officers were elected:

President, Larry E. Cooper, O. M. Wold Co., Billings, succeeding Robert T. Sterling, A. M. Sterling Co., Ronan; vice-president, Glenn C. Kel-

logg, Kellogg Implement Co. Conrad. Norman O. Blevens, Helena, is secretary-treasurer and Earl W. Brown, Helena, was named assistant secretary-treasurer. Otis A. Brende, Farm Equipment Co., Havre, is national counselor.

New directors are Mr. Sterling, retiring president; J. T. Durkin, Miles & Ulmer Co., Forsyth; C. M. Wall, Power-Townsend Co., Helena; C. E. Stephenson, Overhouse Hardware Co., Bozeman; Selmer Sanvik, Butte; John Vann, White Sulphur Springs, and R. L. Robins, R. L. Robins Co. Glendive.

G.E. SUPPLY NAMES DISTRICT MANAGER

Lewis B. Perkins, Jr., has been appointed manager of the General Electric Supply Corp.'s Philadelphia district. It has been announced.

Mr. Perkins, who succeeds C. T. Shropshire, newly appointed vice president, was formerly manager of the supply sales division in the corporation's Detroit district.

CONGOLEUM PROMOTES TWO VICE-PRESIDENTS

F. J. Andre, president of Congoleum-Nairn, Inc., has announced that T. L. Shaffer has been elected first vice president and Norman R. Abrams has been made vice president in charge of company operations. Both men were formerly company vice presidents.

Both Mr. Abrams and Mr. Shaffer are 30-year men with the company, and have advanced through the several managerial posts of the company attendant to their respective duties. They are both members of the board of directors of Congoleum-Nairn, Inc., Mr. Shaffer having been elected in 1930 and Mr. Abrams in 1946.

TAMPA HARDWARE CO.

In a news item announcing the election of Harry F. Orr as vice-president and manager of Tampa Hardware Co., Tampa & Lafayette St., Tampa, Fla., the company was identified as a hardware wholesaler. The Tampa Hardware Co. is a retail hardware organization which recently acquired Knight & Walls retail hardware store.

REMINGTON ARMS MAKES SALES STAFF CHANGES

Several changes in assignments of sales personnel have been announced by R. H.



F. E. MORGAN

Soleman, director of sales, Remington Arms Co., Inc., Bridgeport, Conn.

F. E. Morgan, manager, Pacific Coast District, is manager, eastern sales region, with headquarters at Bridgeport, Conn. He succeeds Charles A. Pitts, who is returning to a district office assignment. Mr. Pitts becomes manager of the Jacksonville, Fla., district covering the same territory formerly comprising the Atlanta district.

Succeeding Mr. Morgan as manager of the Pacific Coast district, with headquarters in San Francisco, is D. Lee Braun, former manager of Remington's Dallas district. Mr. Braun joined Remington in 1935 as a field representative traveling in Texas. He has won practically every major professional title in clay target shooting, and at the present time holds the

record for the highest average in 12 gauge skeet shooting. This was established in 1941 when he broke 1021x 1025 targets for an average of 99.4 pct.

Edwin B. Spencer, former field representative in the Dallas district, becomes the Dallas district manager, succeeding Mr. Braun. He became a member of the Remington sales force in 1935, traveling in southern Oklahoma and northern Texas.

AMERICAN STEEL NAMES DIVISION SALES HEAD

Charles H. Eisenhardt, who started with American Steel & Wire Co.'s sales department as a stenographer 25 years ago, has been named manager of the electrical products sales division of this U. S. Steel subsidiary, it was recently announced.

Mr. Eisenhardt, who has been assistant manager of the division since 1944, succeeds T. F. Peterson, resigned.

Mr. Eisenhardt started with the company in its Baltimore sales office in 1925. For the next 16 years, he held a succession of positions in that office. In 1941 he was transferred to the company's Washington office, and two years later to Cleveland, headquarters of the company.

TOY GUIDANCE COUNCIL ISSUES TOY YEARBOOK

An electric organ nearly a foot long, an aerial ladder fire truck with a four-foot extension ladder and a junior atomic energy laboratory are a few of the toys illustrated in the 1950-1951 64-page edition of The Toy Yearbook released by the Toy Guidance Council, Inc., 1124 Broadway, New York City 10.

The Toy Yearbook annually presents 200 playthings, each of which was voted an outstanding example of its type by a committee of impartial experts. There is a 10 ct. mailing charge only.

GENERAL FLOORCRAFT MOVES PLANT

Joseph Sassano, president of General Floorcraft, Inc., has moved his sales office and plant to new and larger headquarters at 421 Hudson Street, New York 14, N. Y. Utilizing the entire fourth floor of the building, production facilities of the firm have been increased 400 pct.



D. LEE BRAUN

For Satisfied Customers...



SELL The NEW ALUMINUM WIRE SCREENING that's:

***STRONG
NON-STAINING
LONG-LASTING***

WOVEN OF ALCOA ALCLAD ALUMINUM

To U. S. Department of Commerce Specifications

BY THESE LEADING MANUFACTURERS:

American Wire Fabrics Corp.
Chase Brass & Copper Co.
Clinton Wire Cloth Company
Cyclone Fence Division
(American Steel & Wire Co.)
Hanover Wire Cloth Company
Heilig Bros. Company, Inc.
The C. O. Jelliff Mfg. Corp.
Keystone Wire Cloth Company

New York Wire Cloth Company
Pacific Wire Products Co., Inc.
Penn Woven, Inc.
Spargo Wire Company, Inc.
Standard Wire Cloth & Screen Co.
Reynolds Wire Company
Wickwire Brothers, Inc.
Woven Wire Fabrics Division
(John A. Roebling's Sons, Co.)

Identified by this tag-



ALUMINUM COMPANY OF AMERICA
1415L Gulf Building • Pittsburgh 19, Penna.

BONDURANT, BALTHAZOR GAIN ADVANCEMENTS IN COLEMAN CO.

The Coleman Company, Inc., Wichita, Kan., has announced the appointment of Earle E. Bondurant and



EARLE E. BONDURANT

James F. Balthazor as regional sales supervisors for the company's small appliance division.

Mr. Bondurant, a Coleman sales representative for more than 22 years, will supervise wholesaler sales in Minnesota, the Dakotas, Nebraska, Kansas, Missouri, Iowa and Illinois. His headquarters will remain at Mankato, Minn.

Mr. Bondurant was regional manager for the heating division of the same company.



JAMES F. BALTHAZOR

Mr. Balthazor, for four years a Coleman district representative in Wisconsin and northern Illinois, will be in charge of sales in Wisconsin, Michigan, Indiana, Ohio, eastern New York State and in the Chicago area.

Mr. Balthazor had operated a retail appliance store in Portage, Wisc., and for two years was a wholesalers representative.

ELECT WHITE DIRECTOR OF U. S. RUBBER CO.

Elmer H. White, vice president, has been elected a director and member of the executive committee of United States Rubber Co.

He was formerly general manager of the footwear and general products division, and since July 1 has been the company's top-level adviser on sales, sales promotion, advertising and distribution.

Mr. White started his career with the company as a stockboy 47 years ago.

ACME STEEL FASTENER DIVISION MANAGER

James J. Filas has been appointed manager of the newly-created fastener department of Acme Steel Co., Chicago.

A member of the Acme Steel sales staff for over 25 years, Mr. Filas has operated in New England and midwestern territories. Until the new appointment, he had been special representative in charge of stitching machine activities in the Central Division.

BAYER NORTH DAKOTA GROUP SECRETARY

Frank M. Bayer has been appointed secretary of the North Dakota Retail Hardware Association, which has moved its headquarters from Grand Forks, to 54½ Broadway, Fargo. Mr. Bayer succeeds the late Clarine Sherwood.

NICRO STEEL MADE CORY DIVISION

Cory Corp., Chicago, has started production on the complete line of Nicro Steel Products Co., products in the former Nicro plant at 3534 N. Spaulding, Chicago.

The entire plant capacity of the former Nicro Steel Products Company, according to J. W. Alsdorf, is now once more devoted to the full scale production of these Nicro stainless steel coffee makers and Flavor-Seal Cooking utensils. There will be no change in the distribution policies formerly in effect at

the company. The Nicro line will continue to be sold through appliance distributors and retailers—the Flavor Seal Cooking Utensil line will remain as an exclusive house to house demonstration line.

VAN HOUSEN FORMS NEW SALES AGENCY

H. Van Housen who for the past six years has been connected with Garehime & Boone, wholesale hardware distributors, San Francisco, Cal., and previous to that spent 27 years with Sargent & Co., in the middle west, has resigned to establish himself as a manufacturers' representative as of Jan. 1, 1951.

Mr. Van Housen will represent the Sager Lock Works, Berrien Springs, Mich., the



H. VAN HOUSEN

Colonial Bronze Co., Torrington, Conn., and Turnbuckles, Inc., of Michigan City, Ind., in northern California, including Reno, Nevada. Temporarily he has established his office at his residence 342 El Paso Avenue, Millbrae, Cal.

H. K. PORTER FORMS JARECKI DIVISION

H. K. Porter Co., Inc., Pittsburgh, Pa., has announced the formation of Jarecki valve division, Tulsa, Okla., to handle the manufacture and sale of Jarecki valves formerly produced at Jarecki Mfg. Co., Erie, Pa.

Established in 1852, the Jarecki Company manufactured a complete line of iron and bronze valves and cocks. These will now be produced in H. K. Porter's Hinderliter Tool Co., division plant at Tulsa.

JACK MITCHELL HEADS CHICAGO SALES AREA FOR REMINGTON ARMS

R. H. Coleman, director of sales, Remington Arms Co., Inc., Bridgeport, Conn., has announced the appointment



JACK D. MITCHELL

of Jack D. Mitchell, as manager, Chicago district. Mr. Mitchell, who for the past three years has been Remington's advertising manager, will succeed his father, Clyde C. Mitchell, who is retiring under the company's pension and retirement plan. Clyde Mitchell has the distinction of having won more clay target shooting championships than any other professional in the history of the sport. He has not announced his plans for the future.

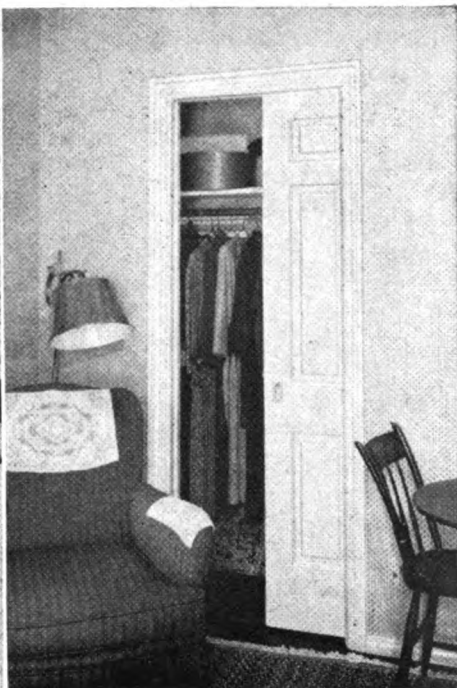
Dunbar S. Reynolds is succeeding Mr. Mitchell as advertising manager. Mr. Reynolds has been in charge of the advertising of Remington's Peters Cartridge Division for more than a year. He joined the organization in 1937 and served in the Navy from 1943 to 1946.



DUNBAR S. REYNOLDS

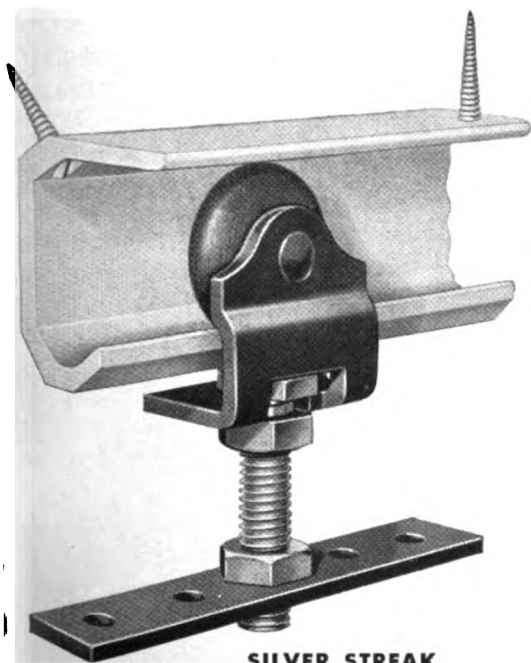


Bedroom closet Door with Richards-Wilcox Vanishing Door Hardware. Note that the door does not interfere with the chair, and does not take up any passage space between the bed and wall.



Another closet in same home. Note that door vanishing into wall-pocket allows placing of furniture where conventional door would swing.

***Every home-owner is a hot prospect!
... for R-W VANISHING DOORS***



SILVER STREAK

**R-W No. 1019 Vanishing Door
Hangers and Aluminum Track**

Chairs, beds, and tables can be arranged permanently, more attractively and conveniently in homes where doors operate on Silver Streak R-W No. 1019 Vanishing Door Hangers and Track. Only Silver Streak "opens the door" so completely to modern living convenience. The newest development in hanger and track, by Richards-Wilcox, for the hanging of lightweight vanishing doors in thin wall-pockets built in a standard 2" x 4" studded wall, Silver Streak is also adapted for use on parallel residential wardrobe doors, $\frac{1}{4}$ " or more in thickness.

Rolls on Ball Bearings—The Silver Streak hanger wheel, made of fine-weave cloth base bakelite, is equipped with extra high finish ball bearings for longer wear and smoother operation.



Another Richards-Wilcox Standout R-W's No. 020-2 BLUE STREAK

Self-Lubricating Door Hanger with OILITE BRONZE BEARINGS (Providing Perpetual Lubrication)

For doors 1- $\frac{3}{4}$ " to 2- $\frac{1}{2}$ " thick, weighing up to 300 pounds ... on garages, warehouses, factories, stores, barns and similar buildings.



1880

1950

Reg. U. S. Pat. Off.

OVER 70 YEARS

Richards-Wilcox Mfg. Co.

"A HANGER FOR ANY DOOR THAT SLIDES"
AURORA, ILLINOIS, U.S.A. Branches in all principal cities

SLIDING DOOR HANGERS & TRACK • FIRE DOORS & FIXTURES • GARAGE DOORS & EQUIPMENT
INDUSTRIAL CONVEYORS & CRANES • SCHOOL WARDROBES & PARTITIONS
ELEVATOR DOOR OPERATING EQUIPMENT

ELROD DIRECTS CROSBY DISTRIBUTING BRANCH

The appointment of Thoben F. Elrod as manager of the newly-established branch



THOBEN F. ELROD

of the Crosby Distributing Corp., Atlanta, Ga., has been announced.

Mr. Blees also announced the appointment of S. L. Faust to succeed Mr. Elrod as product manager of Crosby home and farm freezers. Mr. Faust was regional representative on freezers and refrigerators in Avco Mfg. Corp.'s, Kansas City regional office.



S. L. FAUST

For several years prior to the war he was associated with the Atlantic Steel Co., and Hotpoint, Inc., as a sales representative in the Atlanta area.

Following the war he joined the Deepfreeze Division of Motor Products Corp., as a regional manager. At the time he joined Crosby, he had become manager of field sales for Deepfreeze.

Mr. Faust, the new manager of the section, joined the regional sales staff of Crosby in 1949. He came to the company with many years of experience in the refrigeration and freezer fields, having been with Deepfreeze for three years as district sales manager, and with Frigidaire and Kelvinator in sales capacities for nine years.

NAME THOR AGENTS FOR SALES AREAS

The closing of Thor Corp.'s Los Angeles and San Francisco factory branch sales offices and the appointment of distributors to handle the territories was announced by John E. Gunderson, vice-president and western division sales manager.

Kierulff & Co., 820-830 West Olympic Blvd., was appointed Los Angeles distributor. The W. J. Lancaster Co., 1045 Bryant St., San Francisco, will take over territory formerly handled by Thor's San Francisco branch.

Both of the new Thor distributors also handle the Motorola line of television and radio receivers.

Paul Chalfant, who has been Los Angeles branch manager, has been appointed district manager and will contact Thor's Los Angeles, San Diego, Phoenix and El Paso distributors. John Southmayd, formerly assistant branch manager at San Francisco, becomes San Francisco district manager and will cover distributors there and at Fresno and Sacramento.

B. H. Clawson, formerly San Francisco branch manager, has joined the Lancaster Co. as sales manager of its Thor Division. Emmett Lenihan, formerly assistant manager of the Los Angeles branch, has joined the sales force of Kierulff & Co.

DEDICATE JOHNSON WAX TREE-SHAPED LAB

S. C. Johnson & Son, Inc., Racine, Wis., has dedicated a new laboratory building. Instead of a horizontal building, the laboratory is a vertical tower, 154 ft. high, with 15 stories. The building employs 21 miles of glass tubes for windows since a reinforced concrete core supports the structure and not the sidewalls. The floors are cantilevered to the core, alter-

nately square, 40 ft. across, and circular to provide a mezzanine effect.

EMPIRE PLOW 20 YEAR CLUB HOLDS PARTY

The guest of honor at the recent annual banquet of the Empire Plow Co.'s Twenty Year Club at the Hotel Tudor Arms, was the foreman of the polishing department, John Kunze. Mr. Kunze has been with the 110 year old Cleveland company for 60 years.

The party was attended by 64 club members and 12 guests.

ESTWING COMPLETES PLANT EXPANSION

Estwing Mfg. Co., Rockford, Ill., has recently completed a 15,000 sq. ft. addition to its plant. This addition is similar to the former plant, in that it features one story steel framed, all daylight construction.

TIN-ZINC PLATING

An up-to-date data sheet on the new tin-zinc plating process, issued by Metal & Thermit Corp., 100 East 42nd St., New York 17, is available. Tin-zinc plating, developed as a result of the current shortage of cadmium, has many applications in the plating of automotive and general hardware, radio and television chassis, die castings, and other parts.

UNSETTLED CONDITIONS HARPER MEET KEYNOTE

The problems created by today's uncertain conditions received major attention at the recent sales conference of the H. M. Harper Co., Morton Grove, Ill.

The conference, held at the Dairyman's Country Club, Boulder Junction, Wis., was attended by Harper district office men and factory representatives. Addresses by Mr. Harper, president, and by sales officials promised full factory support of the district offices in maintaining customer service in spite of mounting material shortages. This is being achieved, it was pointed out, by the addition of new plant facilities, the enlargement of the Harper line and by the most careful scheduling of production.

The Harper Sales Achievement Award for 1950, a six-inch solid brass nut mounted on a trophy base, went to L. M. Hamlet, representative in the Milwaukee territory since 1942. This award is given each year to the man making the greatest contribution to the company and its customers.

KATOF FOR ARNESTO

Joseph L. Katof has joined The Arnesto Paint Co., Inc. 546-550 West 46th St., New York City 19, as Manhattan salesman. Mr. Katof has been associated with the paint industry for years.

Sunset Fishing Line Liar Winner



J. Nail Springer, Betteravia, Cal., receives congratulations from R. T. Holser, Holser & Bailey, Santa Maria, Cal., upon winning the Sunset Line & Twine Co.'s fishing whopper contest. Mr. Springer was presented with prizes worth \$3,100 and Mr. Holser won \$500 since Mr. Springer trades at his store.

HARDWARE BRIEFS

ALABAMA

Arrow Electric, 525 W. Eighth St., Anderson, has recently become the Arrow Electric & Hardware, a large hardware line having been added to the firm's stock.

The Cushing Hardware Co. will open in Mobile.

COLORADO

The Tri-State lumber and hardware store was opened recently in Craig with a three-day celebration. O. E. Harris, manager, has remodelled the interior of the store, and other improvements will include departmentalization of lines.

The Lathrop Hardware Company in Montrose has been modernized. A color scheme of green is being used and new movable islands, tables, and sectional shelving are part of the store's alterations.

ILLINOIS

The Wesley Hardware opened recently, in Berwyn, at 6712 Ogden Avenue. The store is modern in every detail.

Work has been started on a brick building at 4109 Oakton St., Skokie, which will contain a hardware store. Becker and Young, Best Hardware stores, is the owner.

INDIANA

On Nov. 2 and 3 the O'Brien Hardware Store, northwest corner of Main and Genesee Sts., Morrison, had its opening. The store interior has been redecorated, and new lines have been added. Mr. and Mrs. Dennis O'Brien purchased the store, formerly known as Mottes Hardware, last summer.

IOWA

Martin O'Hara, owner of the O'Hara Hardware Co., Ottumwa, has purchased the stock of Wm. Chattin & Bro., Lancaster, owned by Frank W. Chattin.

KANSAS

The Jack Rhodes Hard-

ware, in WaKeeney, was purchased by Gerald Jefferies. The name will be changed to the Jefferies Hardware.

The interior of the Johnson & Son Hardware north building has been redecorated.

KENTUCKY

John Keith and J. Russell Burks purchased the Borders Bros. Hardware Store on South Spalding Ave. in Lebanon.

MASSACHUSETTS

The S. Lubin & Sons Hardware & Home Supplies, 127 Elm St., Pittsfield, has been opened by Sanford Lubin, owner and manager. A line of hardware and electrical equipment and household items will be featured.

MICHIGAN

A new Coast-to-Coast hardware store has opened recently in Bangor. Before the opening, the building was modernized and new fixtures were installed. The owner is Gilbert J. Landers.

MINNESOTA

The Ellingson Hardware & Implement Co. of Cambridge, part of Our Own Hardware group, has been remodeled and redecorated. Several new display pieces were added, and a color scheme of green used, in the 50x120 ft. store.

MISSOURI

Construction has begun on a drive-in hardware store at Pennsylvania Ave. and Ruddy Lane, St. Louis, by Lloyd's Tool Center. Approximately 100 x 25 ft., the store will be completed around Dec. 1.

MONTANA

A new Marshall-Wells store, owned by Mr. and Mrs. Ward Doty, was opened recently in Columbus.

NEW YORK

Pickard Hardware, Inc., 203 East Post Rd., White Plains, has opened a new store. The store, 80 x 60 ft., is of modern design, and has a parking lot in the rear. Victor Pickard is the owner.

NORTH DAKOTA

Chenery Co., Jamestown, has moved to new premises.

OHIO

Baron Hardware Stores has opened a branch at 2709 Market St., Youngstown, which will be managed by Leonard Morris.

The Cussins & Fearn Co., recently opened a store at 1375 Grandview Ave., Columbus. This store, with about 9000 sq. ft. of floor space, is modern in every detail. There is a large parking lot for customers.

TEXAS

B. P. Berry and O. M. Ellis have purchased the Strange Hardware & Furniture Co., Archer City. The business was renamed the Berry & Ellis Hardware & Furniture Co.

VIRGINIA

The newly remodelled and redecorated Miller's Hardware Store, 112 N. Loudoun St., Winchester, has been reopened for business. The renovations have added about 3,000 sq. ft. of sale space plus a basement store.

OBITUARIES

W. NEAL GALLAGHER

W. Neal Gallagher, 55, president, Automatic Washer Co., Newton, Iowa, died at

Jim, Pat and Tom, the former a company division sales manager.

WILLIAM A. LEWIS

William A. Lewis, since 1922 a representative of Bommer Spring Hinge Co., Inc., Brooklyn, N. Y., passed away suddenly Nov. 9. He started his builders' hardware career in the contract department of Russell & Erwin in New York, later joining the Bommer organization. Although his original territory for Bommer had included the entire eastern coast, he had in recent years handled only that portion of the coast, from New York south. He had been a member of the Old Guard and the Hardware Boosters. Mrs. Lewis survives.



W. NEAL GALLAGHER

his home Nov. 12, after a lingering illness. He was president of the American Home Laundry Manufacturers' Association for three terms, including a period in World War II, and also was wartime secretary of the industry group.

Mr. Gallagher had been with Automatic since 1916. He advanced to the presidency from a start in the accounting department through a division managership in Texas and the posts of assistant sales manager, general sales manager and vice-president. He was a charter member of the Newton park board and was long active in the town's civic affairs.

Survivors include his widow, Zola, and three sons,

DUDLEY G. BOLTON

Dudley G. Bolton, 79, for many years branch manager for Fairbanks, Morse & Co., in Dallas, Tex., died at a Dallas hospital. Mr. Bolton joined Fairbanks-Morse in 1906 and had numerous sales and executive positions with the company, being branch manager at Denver, Colo., Salt Lake City, Utah, and Dallas, until he retired some years ago.

FELIX M. KENNEDY

Felix Marsh Kennedy, 59, president, Smith Watkins Hardware Co., Lexington, Ky., died of a heart attack at his store. Mr. Kennedy became an official of the company 25 years ago.

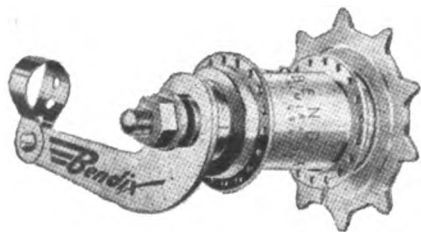
Bendix National Advertising



... It's a Success in Every Section!

North, South, East or West it's the same story—Bendix sales are booming everywhere. National Magazine advertising, Comic Books plus special campaigns to Boy Scouts and 4-H Club members are carrying the message, "Ride A Bike—It's Fun! Double the Fun With A Bendix* Coaster Brake." Alert dealers are displaying the colorful Bendix Counter Card identifying themselves as local headquarters for Bendix Coaster Brakes. The bicycles they sell are Bendix equipped and their replacement stocks adequate. It's easy—it's profitable to tie in with this big advertising and promotion campaign. Be sure your next order specifies Bendix Coaster Brakes.

*REG. U.S. PAT. OFF.



ECLIPSE MACHINE DIVISION of



ELMIRA, NEW YORK

Export Sales: Bendix International Division,
72 Fifth Avenue, New York 11, N. Y.

How's the



HARDWARE BUSINESS?

The Business Outlook—Markets and Price News

(Continued from page 14)

to \$23,700,000,000, thus adding \$2,200,000,000 to the unfilled order backlog. This brought the backlog to \$33,800,000,000, of which the durable goods industries accounted for \$28,100,000,000.

Inventories rose \$650,000,000 in September, bringing the total to \$30,300,000,000. The increase was a reversal of the trend of recent months and the department said that the larger part of the gain represented higher prices rather than increased quantities of goods.

Tin Skyrocketed to \$1.635; Drops Back to \$1.38

Price of tin in New York, which had soared to a high of \$1.63½ a lb. in recent weeks, had slumped to \$1.38 a lb. in New York by Nov. 14. Dealers and importers reported a fairly active market with sales of more than 100 tons of the metal. Sales of spot metal were made at \$1.38 and \$1.38½ a lb. November delivery was at \$1.39 early in the trading and later dropped to \$1.37½.

Industrial Output Index Reaches Peak in October

The index of industrial production in October reached 212 pct of the 1935-39 average, another post-war high, the Federal Reserve Board estimated. In September the index was 211 pct and in August 209 pct. Higher output of steel, producers' durables and military equipment contributed to the rise, the board said.

Output of durables, it was estimated, amounted to 254 pct of the base period, compared with 250 pct in September. Production of non-durables was at 194 pct, compared with 193 pct in the previous month.

Good Holiday Business Predicts Macy President

A pretty good Christmas business is expected by R. H. Macy & Co., Jack I. Straus, president, told the company's annual meeting. However, he said that business had not been so good during the past few weeks. He stated that it was undetermined whether the sales lag was due to warm weather, recent credit restrictions or the accumulation of consumer goods after the outbreak of the Korean war.

Mr. Straus declared he didn't know what was going to happen next year; that it all depended on international developments. Company's inventory policy, he said, is on a conservative basis and is closely geared to sales. He explained that the store's objective is to make commitments necessary to insure an adequate supply of merchandise and not in anticipation of price increases.

Home Building Dropped 7% From September to October

New construction of all types in September amounted to about \$2,700,000,000, a 4 pct drop from September. The decline was principally due to a drop in private home building to \$1,110,000,000, off 7 pct from September, according to the joint report of the Commerce and Labor Departments.

Most of the work completed in October, the report said, had been started in earlier months and thus reflected "to only a very limited extent," the recently imposed restrictions on home credit.

A new record was set in home building this year before the October downturn. Over 1,100,000 new non-farm dwellings were undertaken in the first nine months of this year, as against 1,025,000 in all of 1949, the previous record year.

There was a sharp rise in con-

Your best rural customers

The prosperous farm families in your local trading area are Country Gentleman readers—your best source of profitable new business—good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like these . . .

see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands . . .

Absorbine Remedy for Horses
Acorn-Oriole Gas Ranges
Alcoa Aluminum Pigments
Alcoa Portable Irrigation Systems
Apex Dish-A-Matic Dish Washer
Armstrong Glazing Compound
Arvin Household Products
Asgrow Seeds
Ashley Woodburning Stoves
ATFA Gum Turpentine
Atkins Hand Saws
Atlas Drill Presses, Tilt Arbor Saws, Lathes
Bag Balm & Bag Balm Dilators
Ball Dome Lids & Bands
Bendix Laundry Equipment
Big Beam Jr. Battery Lantern
Big Ben & Baby Ben Clocks
Black Leaf Insecticides & V-C Fertilizers
Bond Batteries
Boss Kerosene Ranges
Briggs Plumbing Fixtures
Buist's Seeds
Burk's Water Systems
Burpee Seeds
Calf-Teria Nipple Pails
Caloric Gas Ranges
Camillus Pocket Knives
Carrier Freezers
Cel-O-Glass
Ceresan duPont Seed Disinfectants
Chore Girl Pot Cleaners
Chromtrim Metal Mouldings
Coleman Lanterns & Appliances
Continental Post Hole Diggers
Cosco Step Stools & Utility Tables
Crane Plumbing & Heating Systems
Crosley Products
Cummins All-Purpose Power Tool
Dazey Electric Churns
Dearborn Heaters
Deepfreeze Freezers
DeLaval Food Freezers & Milk Coolers
DeLaval Milking Equipment
Deming Water Systems
Dempster Water Systems
Dexter Washers
Disston Chain Saws & Hand Saws
Dr. Naylor's Medicated Dilators
Domestic Sew Machines
Don Sung for Poultry
Dow Pentachlorophenol
Dow Weed Killer

Duo-Therm Heating Appliances
duPont Marlate & Dairy Cattle Spray Insecticides
duPont Nylon Paint Brushes
Dutch Boy Paints
Dyna-Flash Power Tools
Eagle Farm & Truck Tarps
Easy Washers
Eclipse Power & Hand Lawn Mowers
Es-min-el Soil Mineralizer
Eveready Batteries
Excello Power Lawn Mowers
Fairbanks-Morse Water Systems
Federal Power Post Hole Diggers
Firecoat Seeds
Fireaire Combination Furnace & Fireplace
Frigidaire Home Appliances
Gabe Fisherman & Poultry Shears
Gem Dandy Electric Churn
General Electric Farm Products
General Electric Home Appliances
General Electric Lamps
General T-12 for Floors
General Mills Home Appliances
Gibson Home Appliances
Glidden Paints
Goulds Water Systems
Grand Gas Ranges
Griffon Sewing Scissors
Guard-it Home Milk Pasteurizers
Harder-Freezers
Harrington & Richardson Guns
Hauck Flame Gun Weed Killers
Heatmaster Water Heaters
Hess & Clark Animal Products
Hinman Milking Machines
Homelite Chain Saws
Home Utility Electric Tools
Hudson Power Sprayers and Poultry Equipment
Indian Fire Pumps
Innerseal Weather Stripping
International Harvester
Refrigerators & Freezers
Jacobsen Power Mowers
James Poultry Equipment
Jari Power Scythes
Kelvinator Home Appliances
Kem-Glo
Kem-Tone
Kerr Mason Jars, Caps & Lids
Kester Solder
KitchenAid Food Preparers
Kow Kare
Kresco Dip Farm Disinfectant
Multi-Mower
Lionel Trains

Lloyd Tractor Chains
Lombard Chain Saws
Lumite Screening
Mall Power Tools
Marvel Mystery Oil
Mastic Tile
Maytag Washers
McCulloch Portable Chain Saws
Medusa Rubber Base Coating & Medusa Paint
Metalmaster Outfits
Met-L-Top Ironing Table
Millers Falls Hand Tools
Mirro Aluminum Ware
Mirro-Matic Pressure Cooker
Moorman's Animal Products
Morton's Stock Salt
Mossberg Guns & Gun Sights
Moto-Mower Power Mowers
Mow-Master Rotary Mowers
Myers Power Sprayers
Myers Water Systems
National Power Mowers
National Pressure Cooker-Canners
Nesco Fuel Oil Heaters
Nesco Kerosene Ranges
New Home Sewing Machines
Nicholson Files
Nitagin Legume Inoculation
Norge Home Appliances
NuTone Door Chimes
OK Champion Portable Irrigation
D. W. Onan Electric Plants
Orangeburg Pipe
P. M. C. Kitchen Stools
Patterson Sargent Paints
Penta Wood Preservative
Permaglas Water Heaters
Peters Shells
Petersen Vise-Grip Wrench
Pilot Brand Oyster Shell
Pincor Power Lawn Mowers
Pittsburgh Paints
Pittsburgh Tillage & Cultivating Steels
Planet Jr. Garden Tractors
Plastic Wood
Playskool Toys
Plumb Axes
Pneumatic Chain Saws
Portable Electric Drills and Paint Sprayers
Pratts Poultry Products
Proto Tools
Pyrex Ware
Quon-Kote Paint
Ray-O-Vac Batteries
Reed-Prentice Chain Saws

Reo Power Mowers
Reynolds Aluminum Building Products
Reynolds Irrigation Pipe
Robbins & Myers Pumps
Roper Gas Ranges
Royledge Shelving Paper
Rubbermaid Housewares
Rust-Oleum Rust Preventive
SafGard Pasteurizers
Savage Power Mowers
Sealright Thermorex Containers
Slaymaker Locks
Smith Pruning Instruments
Smooth-On Iron Repair Cement
Sno-Breeze Air Coolers
Speed Queen Washers and Ironers
Speedway Electric Drills
Stewart-Clipmasters & Shearmasters
Stout Aluminum Sprinkler Irrigation
Sudbury Soil Test Kits
Sulmet Animal Products
Superior Combination Saw & Tractor
Surge Milking Machines
Swift's Red Steer Plant Food
Tappan Gas Ranges
Tat Fly Killer
Telechron Clocks
3-In-One Oil
Toastermaster Toasters
Toastermaster Water Heaters
Toro Power Mowers
Union Forks
Unity Searchlights
USS American Fences
Vimlite Plastic Glazing
Walko Tablets for Poultry
Walworth Stillson Wrenches
Waters Conley Home Pasteurizers
Warp's Window Materials
Wear-Ever Aluminum Utensils
Weedone Brush Killer
West Bend Food Blancher
Westclox Clocks & Watches
Western Ammunition
Westinghouse Home Appliances
Whirlwind Power Mowers
Winchester Batteries
Winchester Guns & Ammunition
Wiss Shears & Scissors
Worcester Power Mowers
Worthington Power Mowers
Zephyr Drills & Spraymasters

Country Gentleman

How to Fight the Corn Borer

IN NEW NATIONWIDE SURVEY, HARDWARE DEALERS PREFER COUNTRY GENTLEMAN BY 80% LEAD over the No. 2 magazine, with more votes than next 3 rural magazines combined!

with the famous Rubber Poppet..



STRATAFLO FOOT & CHECK VALVES

and leakage troubles . . . save their cost many times over in service calls they eliminate. Ideal for jet type pumps. Ask for bulletin 301.



STRATAFLO PRODUCTS, INC.
PORT WAYNE, INDIANA



A HARDWARE LINE —alive with sales features!

YOU can supply practically every request of your trade for builders' hardware when you adopt the modern NATIONAL Line. Its wide assortment of sizes and styles are designed to accommodate most every type of construction. The trade name NATIONAL is becoming a quality symbol for exacting buyers, who insist upon receiving the ultimate in service from hardware. A copy of the latest Catalog No. 25 or a wall chart illustrated with every product in the National line is yours for the asking.

National
MANUFACTURING CO. Sterling, Illinois

struction of factories, stores and warehouses which partially offset the drop in home building. There was a rise of 11 pct in factory construction from September; store building was up 12 pct and construction of warehouses and office buildings rose 10 pct.

For the first ten months of 1950 total new construction put in place was valued at \$22,800,000,000, a rise of 22 pct over the corresponding period of the previous year. Value of home building for the first 10 months was \$9,500,000,000, a 63 pct increase over the same 1949 period.

Stove Makers Hit Hard By Lack of Steel Sheet

The rearmament program has hit manufacturers of ranges and other consumer durable goods twice as hard as was anticipated, said Fred J. Risberg, assistant purchasing agent of the American Stove Co. He said that the supply of steel is even shorter now than it was immediately after World War II.

Mr. Risberg declared that about 12 pct of the normal supply of light-gauge sheet steel is going to war requirements although only 5 pct had been earmarked by the National Production Authority for defense orders. This item is important in producing consumer durable goods.

He estimated that by the first quarter of next year about 30 pct of the supply will be taken for defense orders of government-approved projects, such as freight car manufacture.

Total War Would Require 1 Million Tons of Rubber

A long war of four or five years would require about a million tons of rubber a year, about one-quarter of which have to be natural rubber. Dr. R. P. Dinsmore, of the Good-year Tire & Rubber Co., recently told the American Chemical Society. He said that stockpiling of sufficient natural rubber to see this country through total war for four or five years will require about another one or two years' supply.

World consumption of new rubber was estimated at 197,500 long tons in September, as against 195,000 tons in August and 150,000 tons in September 1949, reported the Commerce Dept. Of the September consumption, 145,000 tons were natural and 52,500 tons synthetic.

In the first nine months of this year new rubber consumption was estimated at 1,620,000 tons, compared with 1,400,000 tons a year ago. Of the 1950 total 1,212,500 tons were natural and 407,500 were synthetic.

World production was estimated at 1,335,000 tons in the first nine months, against 1,082,500 tons in the same 1949 period, a rise of 23.3 pct.

Rheem to Manufacture Gas Operated Refrigerator

A new gas-absorption type of household refrigerator is to be produced by Rheem Manufacturing Co. announced R. S. Rheem, president. Clayton & Lambert Manufacturing

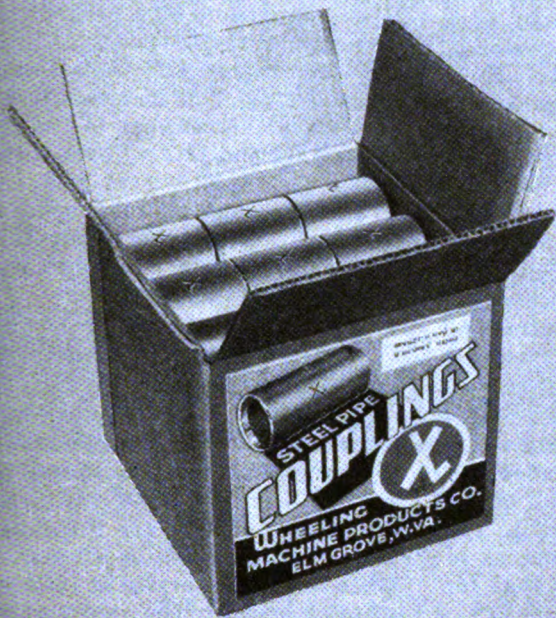
RETAIL HARDWARE STORE SALES TRENDS

September Sales Trends of Independent Stores in 16 Major Cities

	Percentage change in sales		
	Sept. 1950 from Sept. 1949	9 mos. 1950 from 9 mos. 1949	Sept. 1950 from Aug. 1950
California—Los Angeles	+30	+23	-19
San Francisco	+6	+10	-15
District of Columbia—Washington	+12	+1	-8
Illinois—Chicago	+19	+10	-6
Massachusetts—Boston	+14	+4	-4
Michigan—Detroit	+24	+18	+1
Minnesota—Minneapolis	+24	+11	+18
Missouri—St. Louis	+10	0	-2
New York—New York	+4	-1	-4
Ohio—Cleveland	+26	+16	-11
Toledo	-2	+2	-9
Youngstown	+33	+8	-1
Pennsylvania—Philadelphia	+24	+8	+7
Virginia—Norfolk	+61	+28	+6
Washington—Seattle	+41	+11	-5
Wisconsin—Milwaukee	+42	+18	+2

Source: Bureau of the Census

JOBBER:
Here They Are!



PACKAGED COUPLINGS

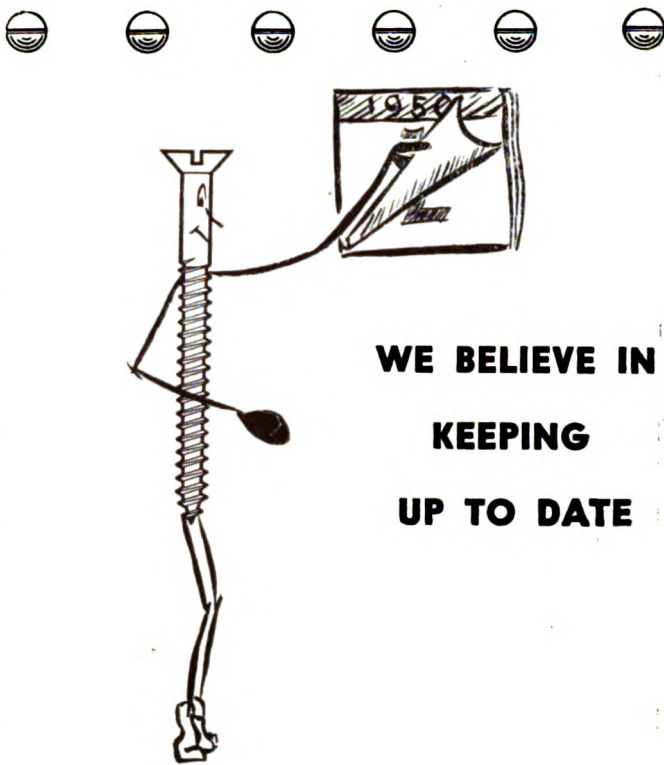
Here's the new, easy, convenient way to buy the famous "X-L" Quality Standard Merchant Pipe Couplings! All sizes from $\frac{1}{8}$ " to 2", in black or galvanized, are packaged—at no extra cost! $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " packed 100 to carton; $\frac{3}{4}$ " packed 50 to carton; 1" packed 30 to carton; $1\frac{1}{4}$ " and $1\frac{1}{2}$ " packed 25 to carton; 2" packed 20 to carton. "X-L" Packaged Couplings are easier to warehouse, easily identified as to size and quantity, facilitate shipping and stop couplings loss. Order yours today! Immediate delivery!

**WHEELING MACHINE
PRODUCTS COMPANY**

ELM GROVE STATION
WHEELING, WEST VIRGINIA

Factory 'Phone: ELM GROVE 3296

HARDWARE AGE, NOVEMBER 30, 1950



**WE BELIEVE IN
KEEPING
UP TO DATE**

SOUTHERN WOOD SCREWS

are made by modern methods

One big reason for the perfect uniformity of Southern wood screws is the way in which they're made. You couldn't find a more up-to-date screw manufacturing plant than ours! The buildings are modern and clean—the machinery and methods are right up to the minute—and the materials used are always the finest obtainable on the current market.

What's more, keeping up to date at Southern means keeping *ahead* of the industry. Southern has pioneered a *unique* inspection routine that turns out screws as nearly perfect as it is humanly possible to make them. And Southern was first to package bulk screws in convenient, sealed cans.

Yes—when you sell Southern wood screws you know you're handling a fine product made by a firm that concentrates its resources on just one thing—providing you and your customers with the best fastenings that can be produced.

Write today for our new catalogue.

FACTORY WAREHOUSES

4100 Dell Avenue
North Bergen, N. J.

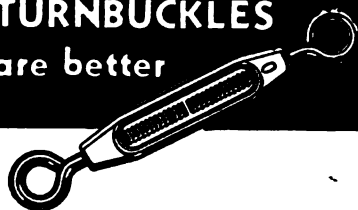
280 Decatur, S.E.
Atlanta, Georgia

325 West Ohio Street
Chicago 10, Illinois

SOUTHERN SCREW COMPANY

STATESVILLE, NORTH CAROLINA

10 Reasons why ALUMALLOY TURNBUCKLES are better

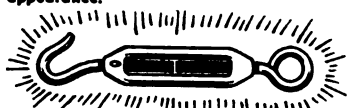


1. ALUMALLOY bodies with steel hooks and eyes do not corrode and freeze as iron bodies do; ALUMALLOY remains a turnbuckle.

2. All hardware type turnbuckles are only as strong as the hooks and eyes. ALUMALLOY castings will not strip threads or break before hooks or eyes open on pull test.



3. ALUMALLOY castings are tumbled and polished after machining for improved appearance.

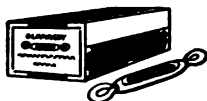


4. ALUMALLOY is light in weight, saving 40% for both distributor and dealer in freight charges.

5. Thread size is cast into ALUMALLOY body for easy identification.



6. ALUMALLOY turnbuckles are packed one dozen in strong, attractive, easy-to-identify box.

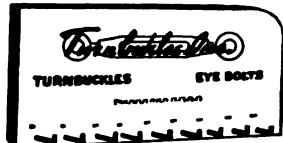


7. ALUMALLOY turnbuckles are distributed only through recognized hardware distributors on a strict jobber policy.

8. ALUMALLOY turnbuckles are unit packed in one, two and three gross shipping containers for easier handling and checking.



9. Attractive ALUMALLOY turnbuckle display panels are available (over 50,000 now in use).



10. ALUMALLOY turnbuckles offer a better product at fair prices.

Turnbuckles

TURNBUCKLES, INC.

BOX 333, MICHIGAN CITY, INDIANA
FACTORY: GRAND BEACH, MICHIGAN

Co., Louisville, Ky., developed the refrigerator and it will be manufactured by Rheem under an exclusive agreement just concluded by the two companies.

Dept. Store Sales Rose Considerably in September

Cash sales of department stores rose 11 pct during September. Instalment and charge account sales were up 5 pct and 14 pct, respectively. Credit sales continued in considerably larger volume than in the same month of 1949 while cash transactions were up only moderately, the board said.

Instalment accounts receivable at department stores increased 6 pct in September over the previous month and were up 56 pct larger than September 1949, reported the Federal Reserve Board. Such accounts usually show some rise in September.

Collections on instalment accounts rose 8 pct in September and amounted to about 18 pct of accounts outstanding on Sept. 1. The collection rate was the same as in August but a little below that for September, 1949.

Charge accounts outstanding at the end of September were 9 pct larger than in the preceding month and 15 pct above those of a year earlier. Collections on these accounts rose 5 pct during the month and the ratio of collections during the month to accounts receivable on Sept. 1 was 51 pct, a point higher than in August.

CBS Color Telecasts Postponed by Court Order

Columbia Broadcasting System, which had planned to start commercial network color television operations on Nov. 20, called off the start of the telecasts in compliance with a restraining order obtained by Radio Corporation of America and two subsidiaries. RCA has challenged in the court the Federal Communications Commission order giving the go-ahead to the CBS color system.

Several public demonstrations of color given by CBS received wide public acclaim.

Meanwhile, members of the Radio-Television Manufacturers Association, attending a meeting in New York, said that metal shortages may force substantial cutbacks in both radio and television set production.

Wholesale Price Index Near All-time Record

The Bureau of Labor Statistics index of wholesale prices advanced to a point two-tenths of 1 pct below the all-time peak of August, 1948, in the week ended Nov. 7. The index on that date touched 170 pct of the 1926 average and hit a peak for the period since the start of the Korean war late in June. The index was 8 pct above the June 20 level. It was also 0.2 pct higher than in the previous week and 12.1 pct over a year ago.

Another new high was touched by all commodities other than farm products and foods, reaching a peak 9 pct above the June 20 level.

Steel Production at 105.4% of Capacity

The greatest tonnage of steel ingots since early in 1948 was turned out by steel mills in the Pittsburgh district in the week ended Nov. 4 when the mills operated at 105.4 pct of rated capacity. The previous high was the week ended Jan. 3, 1948, when the rate was 105.8 pct of capacity.

Avco Acquires Control Of Bendix Appliances

The assets and business of Bendix Home Appliances, Inc., have been acquired by Avco Manufacturing Corp.. Avco's offer to take over the assets and business has been accepted by directors of Bendix. Previously Bendix had acquired 83 pct of the outstanding stock of Bendix. A special meeting of Bendix stockholders has been called for Dec. 18 to act on the proposal.

TV Sets Made at Rate Of 8 Million Annually

Television receivers are now being produced at the rate of 8 million a year, according to W. H. Sahloff, manager of General Electric's receiver division, who estimated that approximately 6,700,000 sets would be made in 1950. He said that the industry could push output up to 8,500,000 receivers next year if the manufacturing pace of the last few months is continued. However, he said there may be a "moderate" reduction in

(Continued on page 101)

This sign packs 'em in!

DEMPSTER
WATER SUPPLY EQUIPMENT



**Earn Big Profits
From NEW CUSTOMERS**

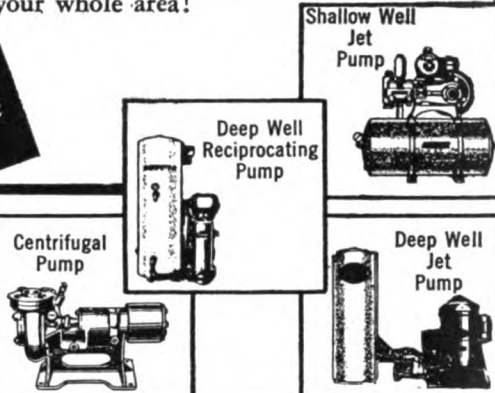
When you handle DEMPSTER, you sell EVERYTHING for farm water systems! Shallow and Deep Well Reciprocating Pumps • Shallow and Deep Well Jet Pumps • Centrifugal Pumps • Steel Tanks • Windmills • Irrigation Equipment • Distributors of pipe, fittings and plumbing supplies.

DEMPSTER MILL MFG. CO.
Beatrice, Nebraska

Whenever a new high line is constructed in your trade territory, scores of farmers start thinking about water supply systems for the first time. They will come to you as *new customers* if you carry DEMPSTER, America's complete line of water supply equipment.

DEMPSTER products have been the yardstick of quality for over 70 years. They are backed by strong national advertising and a dealer-proved dealer program. With DEMPSTER your store can be "water supply headquarters" for your whole area!

*America's
Complete
Line!*



Selling Points!

All the way through

You get big sales leverage on every class of trade, with the full line of Gilmer Garden Hose. It backs you with a *prestige name* and gives your customers their full money's worth.

GILMER TUXEDO (Black G-1326 or Green G-1325) has added Rayon braid—vulcanized in. Kinks, separation and weak spots are out! The cover lasts years. When they want "something better" this is it.



All Gilmer Rubber Hose comes 25 ft.—50 ft. coupled, and 500 ft. bales uncoupled. Gilmer full-flow couplings work smoothly, hold fast and stand up.

this Gilmer line

GILMER BADGER (Black G-1308 or Green G-1309) is lively seamless rubber with staunch 1-ply reinforcement. It stands lots of pressure, weather and dragging. Here's hose to shade competition in the volume market.

GILMER FOUR ACE (Brown G-1324) is the hose "built like a tire"—with the strength of Rayon Spiral Cord under the tread-like cover. Sell big footage to greenhouses, garages and estates, by stocking this ultra-strong hose.

GILMER PLASTIC HOSE (Red or Green) gives you all the right answers on this type of hose. Light but strong. Defies weather, mud and mildew. Shoots a real stream. You know it's practical because it's *Gilmer Hose*. (25 ft. and 50 ft. lengths only.)

AND WITH GILMER V-BELTS—LOTS OF SALES—IN LITTLE SPACE

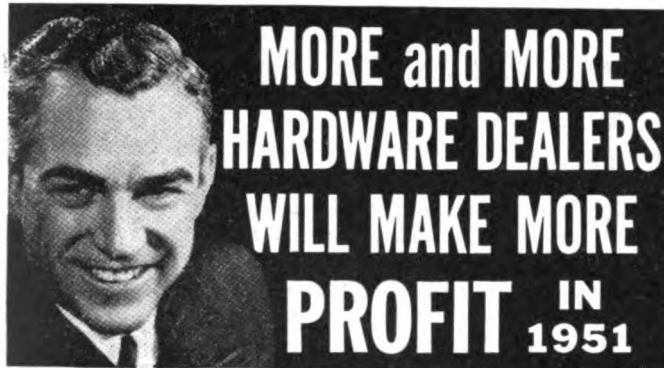
Repairmen and owners of oil burners, washers, power mowers, power tools and other appliances are your prospects. They become customers when they see your Gilmer V-Belt Tower display—a profit-maker that fits an 18" space. Gilmer Handimeter

for fast belt measurement goes with it. Also your Gilmer Window Card, Inventory Card, and Gilmer V-Belt catalog that helps you fill any V-Belt request. They know they're getting the foremost V-Belt when you say *Gilmer*.

Ask about the Self-Sell Merchandise Displays of Gilmer Cord Sets, Wire and Tape

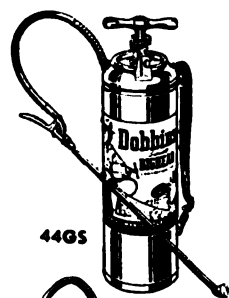
L. H. GILMER COMPANY DIVISION OF UNITED STATES RUBBER COMPANY Tacony, Philadelphia 35, Pa.

BUY  THROUGH  YOUR  GILMER  DISTRIBUTOR 

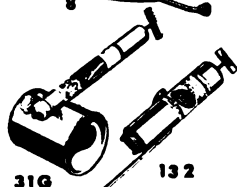


**MORE and MORE
HARDWARE DEALERS
WILL MAKE MORE
PROFIT IN 1951**

With **DOBBINS**
New **"PROFIT-MAKER"**
MERCHANDISING PROGRAM

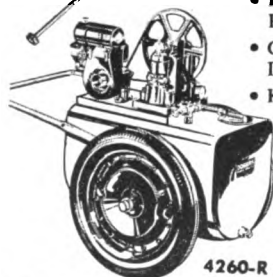


44GS



31G

132



4260-R

IT'S A FACT . . . Sprayers and dusters well displayed will **SELL FASTER** and make **MORE PROFIT** for you.

AND . . . the DOBBINS "PROFIT-MAKER" MERCHANDISING PROGRAM gives you powerful sales materials with which to increase your sprayer and duster profits.

**DOBBINS *Superbilt*
SPRAYERS and DUSTERS**
offer these **EXCLUSIVE FEATURES**

- Big Head Open Top
- Patented Unit Pump
- Patented Pump Plunger
- Fun-L-Fill Top
- Trigger-Quick Spray Lock
- Patented Air Valve

**DOBBINS MOST COMPLETE LINE OF
DEPENDABLE SPRAYERS and DUSTERS**

- Compressed Air Sprayers
- Bucker and Barrel Pumps
- Garden and Crop Dusters
- Knapsack Sprayers
- Hand Sprayer Accessories
- Wheelbarrow Sprayers
- Flame Sprayers
- Power Sprayers and Booms

RIGHT NOW IS THE TIME . . . for YOU to prepare for greater DOBBINS SALES and PROFITS in 1951 . . . ASK YOUR JOBBER RIGHT AWAY, or . . .

**MAIL THIS COUPON TODAY FOR DOBBINS NEW CATALOG and
INFORMATION on the PROFIT MAKER MERCHANDISING PROGRAM**



DOBBINS MANUFACTURING CO.
734 W. BEARDSLEY AVE., ELKHART, INDIANA

Name _____
Address _____
City _____ State _____
Wholesaler _____

Somewhere . . .
**YOUR CUSTOMERS
ARE BUYING
Safety GOGGLES**

This **DISPLAY**
makes it easy
for them to
Buy from YOU . . .
Easy for you to
SELL to them . . .
PROFITABLY!



3 Types
of Lenses
to meet
ALL needs

SHOP WORKERS

long ago learned
to protect their
precious eyesight.

FARMERS

have added weld-
ing to repair jobs
they do them-
selves.

OFFICE WORKERS

now cut and grind
in their own home
work shops.



They All Need . . . and Buy . . . Goggles

(not to mention replacement Lenses and Headbands!!)

FLOOD SAFETY TOOLS are recog-
nized quality leaders in the welding and
grinding trades. Write now for this
fast-selling assortment in the attractive
display carton.

Flood SAFETY PRODUCTS CO.
3035-37 W. LAKE ST., CHICAGO 12, ILL.
Your Guide to Good Protection!

television receiver output next year as government orders for electronic equipment will cut into the supply of TV parts.

Mr. Sahloff said that despite the impact of television, more radios would be made in 1950 than last year, estimating the production of 12 million units, compared with 10 million in 1949.

TV Plants Set New Production Record

Weekly average output of television receivers in October amounted to 203,462 sets, a new high, reported the Radio-Television Manufacturers Association. The weekly average in September was 163,431 sets. Total production in October was 813,851 sets. For the first 10 months of 1950 output amounted to 5,777,610 receivers.

September sales of television picture tubes to set makers, the association said, showed a major trend to sizes 16 inches and larger, with the larger tubes making up 87 pct of sales.

October radio production amounted to 1,413,563 sets, for a 10-month total of 11,481,823 units.

Philco Sales 76% Ahead of Last Year

Philco Corp. reported third quarter sales of \$82,193,000, the largest for any three months in the company's history. This total represented a 76 pct gain over the \$46,776,000 shown for the third quarter of 1949.

86% of America's Farms Now Receiving Electricity

More than five million American farms, or 86 pct of the total, had central station electric service on June 30, according to the Rural Electrification Administration.

REA's annual unelectrified farm survey showed that 3,200,000 farms have been electrified since 1940, and also that about 800,000 farms, mainly in areas most difficult to reach, are still without power. In addition to these unserved farms, there are hundreds of thousands of non-farm dwellings, cross-roads businesses, schools, churches and other rural establishments which are not included in the survey.

During the year ending June 30, a total of 471,660 farms received electric service for the first time.

At the end of June 99.9 pct of

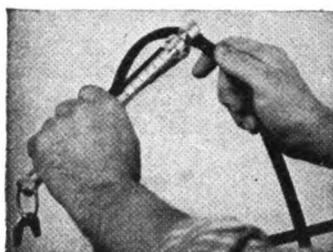
This is what you call **RACK-ing Up Profits**

**\$324.00 gross profit
from 3 sq. ft.**

**A Complete V-Pulley and V-Belt Business in
Less Space Than V-Belts Alone Usually Need!**



Worthington "Profit-maker"—compact, combination-display-and-storage rack cuts inventory cost 75% due to interchangeable feature of QD Jr. hub and pulleys.



**New, Convenient,
Correct Way to
Measure V-Belts**

Beltmeasuring tool measures outside diameters—you can match replacement belts exactly.

The new display racks designed for Worthington QD Junior V-Pulleys and Worthington-Goodyear FHP V-belts . . . are scoring high in the profit column.

More sales from less inventory . . . more profit from less space . . . that's the secret. The Pulley display takes up just 1½ sq. ft. of counter space—in back are storage shelves. And the belt display, occupying only 1½ sq. ft., carries a sufficient assortment to handle over 70% of FHP requirements—no dead stock.

From only 3 sq. ft. of counter space, dealers are averaging \$324.00 gross profit based on four turnovers.

Contact your local Worthington jobber* and send the coupon for more information on the bigger profits with Worthington FHP Profit-Maker assortments.

**If you are a jobber, you're welcome, too, to investigate the profits in Worthington-Goodyear.*



Worthington-Goodyear SerVomatic—"help-yourself" display. "Space Miser" packaging reduces belts as long as 100 in. to overall packaged length of 15 in. Sizes clearly marked. Clear-vision inventory strips.

WORTHINGTON



MERCHANDISING DIVISION

*The Good Right Hand
of Industry*



Worthington Pump and Machinery Corporation
MYD Sales Division, Dept. N853, Buffalo, N. Y.

Please tell me how I can make higher profits with Worthington V-Pulleys and Worthington-Goodyear V-Belts.

NAME.....

COMPANY.....

ADDRESS.....

Remember this in planning
your 1951 garden business:

VIGORO

has made
MORE PROFITS
for **MORE DEALERS**
for **MORE YEARS**
than any other
plant food!



VIGORO sells faster —
sells easier—because it's pre-
ferred by more people than all
other brands combined!

Let the power of the Vigoro name
help you sell these two companion
products:



End-o-Pest

All-purpose dust that
provides the 3-way pro-
tection every garden
needs!

End-o-Weed

Improved lawn weed con-
trol that kills over 100
different kinds of weeds!



* There is only one VIGORO . . . the trade-
mark for Swift & Company's complete,
balanced plant food.

Presented by

SWIFT & COMPANY

Plant Food Division U. S. Yards
Chicago 9, Illinois

the farms in Connecticut and Rhode
Island were electrified. Only 57.7
pct of Mississippi farms were get-
ting power.

New Chemical 'Resin' For Paints Developed by Devoe

A new chemical "resin" which is
considered one of the most impor-
tant developments in the paint in-
dustry in some years, was intro-
duced recently at the Paint Show in
Chicago. The product is a base for
floor varnish and an enamel for
washing machines. It also has many
other uses, including glues and
plastics.

The new finishes were developed
in the Devoe & Raynolds labora-
tories, in cooperation with the Shell
Chemical Corp., which makes the
raw material for resins, a petroleum
derivative. The product has been
sold on an introductory basis under
the name of Devran. Shell has been
licensed by Devoe to produce the
resins under the name of Epon in
order to meet the strong demand.

Kraft Paper Output Runs at Top Capacity

The ratio of production of un-
bleached kraft paper to potential
mill capacity was 100.3 pct in the
week ended Nov. 4, compared with
91.8 pct in the same 1949 week and
103.4 pct in the previous week this
year, reported the American Paper
and Pulp Association.

Paperboard production ratio for
the week was 102 pct, compared
with 92 pct last year.

Tire Shipments Dropped 23 Percent in September

September shipments by manu-
facturers of passenger car tires
amounted to 6,975,209 casings, as
against 9,040,326 in August, a 23
pct decline, reported the Rubber
Manufacturers Association.

September inventories of car
tires amounted to 3,497,333 units,
as compared with 3,835,638 at the
end of August, a 9 pct drop.

Ad Volume Up 9 Percent

National advertising volume in-
creased 9 pct in the first nine
months of this year as compared
with the same period of 1949, re-
ports *Printer's Ink*.

Post-Korea Advances Shown in Price Study

Prices of a representative group
of materials required by iron and
steel companies averaged 41 to 287
pct higher on Aug. 15, than their
averages during 1936-1939, accord-
ing to an analysis by American Iron
and Steel Institute. Price increases
in some materials have been sharp
since the outbreak of war in Korea.

Fifteen of 30 major raw mate-
rials had been advanced in price
more than 100 pct as of Aug. 15
from their 1936-39 averages. Thir-
teen other materials were 50 to 100
pct higher. The greatest increase
among these 30 materials was 287
pct in palm oil, essential in the
manufacture of tin plate. Among
other large increases were: Pur-
chased coke, 199 pct; purchased
coal, 189 pct; zinc, 189 pct; open
hearth scrap, 170 pct; cement, 112
pct. Wages of construction labor
meanwhile have risen 145 pct.

Reflecting the trend in prices of
some materials since the outbreak
of the war in Korea, some prices of
electrical goods increased 27 pct
between mid-June and mid-August.
In the same interval tin prices rose
35 pct, and lead went up 17 pct.
Prices of aluminum, nickel, scrap
and repair materials advanced 20
pct. Increases of 10 pct were noted
during the same interval in prices
of palm oil, office paper, castings,
forgings, wooden kegs and mill
supplies.

FTC Relaxes Curbs on Use 'Free' or 'Gift' in Ads

The Federal Trade Commission
has modified an interpretation is-
sued in 1948 on what constituted
"free" or "gift" merchandise which
is offered to consumers as an in-
centive to buy.

The commission, in line with the
1948 interpretation, has, however,
insisted that such offers be re-
stricted to merchandise which is
given without any strings attached
and without conditioning the gift
on purchase of other goods.

The commission in a case involv-
ing the Unicorn Press, Brooklyn,
in connection with the sale of an
encyclopedia, explained in an opin-
ion by Commissioner William A.
Ayres, that the 1948 interpretation
does not have the force of law. It
was intended only to serve as a
general guide, said the opinion.
Purpose of the interpretation, said

Sell DEPENDABILITY to Ski Resort Operators... *Sell* **Columbian** SKI-TOW ROPE



Here is a special rope designed for Ski-Tows. It provides the safety and dependability your customers require. They won't need to worry about rope failure when towing is heavy.

Columbian Ski-Tow Rope won't revolve while operating on properly designed tows. It is waterproofed to keep stretch and shrinkage within "take-up" limits. Its fibres are lubricated to withstand winter wear.

Here is a profitable item you can sell with full confidence.

PROMOTE
SAFE PLAY AT CABERFAE
SKIDDING FORBIDDEN WHEN WINDS ARE
GIVE HAT ON CALL OF T-R-A
FILL YOUR SITZMARKS - F
COOPERATE WITH THE SKI
KEEP YOUR PLACE IN THE TOW LINE
SKI UNDER CONTROL. AT ALL TIMES
DO NOT SNAP OR SWING TOW ROPE
TIRED? STOP SKIING
PICK YOUR SLOPE TO MATCH YOUR ABILITY
DON'T BREAK YOUR BACK AT CADILLAC
REMEMBER
THE GOOD SKIER IS ALWAYS UNDER CON

Columbian Rope Company
400-70 Genesee St., Auburn, "The Cordage City" N. Y.

Send me free booklet on Columbian Pure Manila Ski-Tow Rope.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

FREE BOOKLET. Check full of ski-tow advice and helpful pointers—including diagrams of ski-tow layout. It's yours for the asking—just send in coupon.



Hitch your business to **STAR-BRITE**

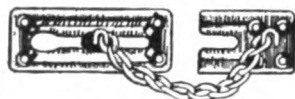
THE SHINING CABINET HARDWARE
LINE THAT GIVES YOU EVERYTHING
★ STARRED for quality, design and precision fit.

SOLD THROUGH
WHOLESALE
ONLY

Write for our
complete catalog
TODAY



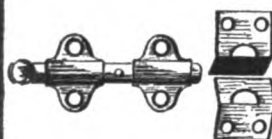
#285
CHAIN DOOR FASTENER
Wrought steel; non-welded chain
Size of plate: 4" x 1 1/2"
"STAR-BRITE"
Nickel
and brass
Complete
with
screws



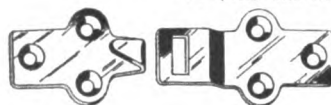
#125
SASH LOCK
Wrought steel
Overall size:
1 1/2" x 2 1/2"
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with screws



#225
SURFACE BOLT
Length size:
3" to 16"
Bor size: 3/8"
"STAR-BRITE"
Nickel
and brass
Complete
with
screws



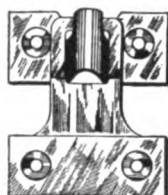
#277 **STORM SASH HANGER**
Hook Plate: 1 1/4" x 1 1/2" Eye Plate: 1 1/4" x 2 1/4"
"STAR-BRITE" Cadmium Plate
1 doz. pr. to box; 36 doz. to carton
Complete with screws



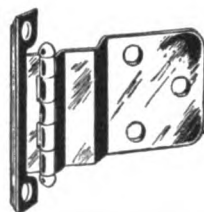
#215
ORNAMENTAL HINGE
For flush doors
Overall size:
2 3/8" x 2 1/4"
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with screws



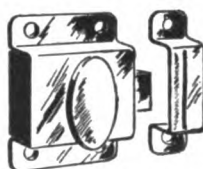
#275
SCREEN HANGER
Wrought steel
Size: Eye plate,
2" x 1 1/2"
Hook plate,
1 1/2" x 3/4"
"STAR-BRITE"
Cadmium plate
Complete
with screws



#216
SEMI-CONCEALED HINGE
Raised knuckle
3/4" offset
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with screws



#200
CUPBOARD TURN
Wrought steel
Overall size:
2" x 2"
"STAR-BRITE"
Chrome, nickel
and brass
Complete
with screws



#297
CONCAVE KNOB
"STAR-BRITE"
Chrome
1 Dozen to Box
with Screws
36 Doz. to Carton



STAR METAL PRODUCTS Co.
370 Butler Street, Brooklyn 17, N. Y.

Mr. Ayres, was to outline the circumstances under which use of the word "free" and similar terms were likely to be misleading.

"Hypertechnical applications designed to condemn use of the word 'free' in advertising under all conditions must be avoided," he said.

The ruling made it plain, however, that there has been no change in the commission's position that if a person has to purchase something else to get free merchandise and cannot get his money back or cannot cancel the order without loss, then the merchandise was not actually given without conditions attached and cannot be described as such.

GE Works on Color Video From Sending Stations

Development of an all-electronic color television system is being continued by the General Electric Co. despite the FCC decision authorizing commercial operation of the Columbia Broadcasting System's color method.

Extensive laboratory tests of the system will start soon. GE says that the major advantages of the system are that complicated and precision equipment will be incorporated in the transmitters, therefore keeping home color television sets relatively simple, and that the system would permit color broadcasts to be received on present sets in black and white without the addition of adapters.

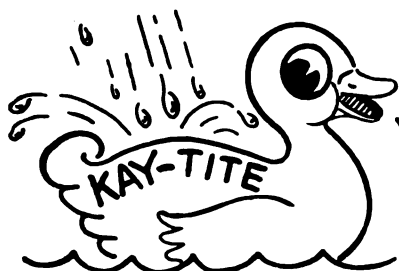
GE Clothes Dryer Has Ozone Lamp, Aerator

General Electric has introduced a new clothes dryer with time and temperature controls which is said to permit the housewife to dry all fabrics except knitted woollens that must be stretched and blocked. It is claimed that the dryer also incorporates a new ventilating system that insures the circulation of clean air through the clothes and an ozone lamp which gives clothes a fresh, outdoor look.

Auto Registrations Set New Mark in 3rd Quarter

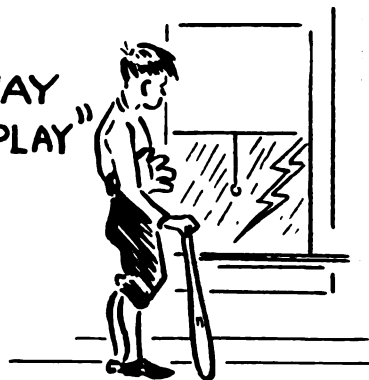
A new quarterly record for new car registrations was set during the third quarter of this year, and may have set a mark which will not be approached for many years, reports R. L. Polk & Co.

With an estimated total of 585-



WATER FACTS WORTH DOLLARS TO YOU...

"WATER, WATER GO AWAY
LITTLE BILLY WANTS TO PLAY"



But when that water doesn't go away
and it seeps through your customer's
masonry walls, then you can profit-
wisely recommend KAY-TITE.

Farmers, contractors and home owners all over the country are
using Kay-Tite to control water seepage in masonry and to paint
outside of masonry buildings to give them lasting surfaces.

KAY-TITE

PROTECTS
MASONRY
AGAINST
WATER
SEEPAGE
for

BRICK

STUCCO

CINDER BLOCK

ROUGH MASONRY

UNGLAZED TILE

WHITE
and

CREAM GREEN
BUFF BLUE
YELLOW GRAY
SPANISH BUFF ROSE
BRICK RED

COLORS

That is your big market for Kay-Tite
... It's profitable, too ...

Here's the deal: YOUR CHOICE OF 12
KAY-TITE WHITE OR 6 WHITE AND 6
GRAY (ALL 10 LB. CANS) FOR \$20.88. RE-
TAIL VALUE IS \$34.80!

(Kay-Tite is also available in 50 lb. drums, list
price \$11.00.)

Figure your profit on this deal and act today.
The coupon order form will get quick action.



ORDER COUPON

KAY-TITE COMPANY
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

..... 12 White @ \$20.88

..... 6 White and 6 Gray @ \$20.88

Name.....

Address.....

City.....State.....

Jobber's Name.....

KAY-TITE COMPANY

WEST ORANGE

NEW JERSEY

More than 20 years of satisfactory performance

It's ALASKA—for '51

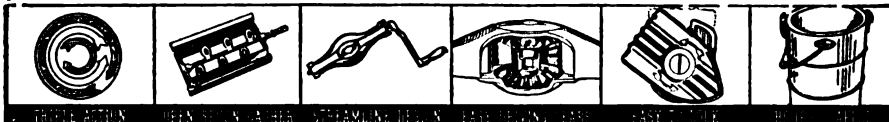


Modern Design
Fast, Easy
Operation

America's finest ice cream freezer. Beautiful, modern design, with Alaska's exclusive triple action aerating spoon dasher for fast, easy freezing and wonderfully smooth cream.

Household Sizes 2 to 10 Qts.
Hotel Sizes 12 to 20 Qts.

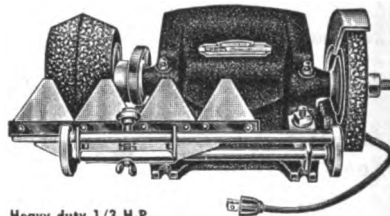
The Six Big Alaska Features



THE ALASKA FREEZER Co., INC., WINCHENDON, MASS.

WISSOTA TOP QUALITY TOOL GRINDERS

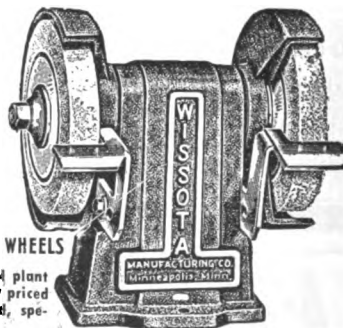
A COMPLETE LINE . . . BACKED
BY MOST YEARS' EXPERIENCE
IN DESIGN AND MANUFACTURE
OF TOOL GRINDERS.



ELECTRIC TOOL AND
SICKLE GRINDERS

For Farm and Farm Service Shop. Heavy duty 1/3 H.P. motor mounted behind and away, allowing easy, 100% accessibility to grinding wheels. Designed for rough, awkward, long handled grinding jobs. List Price, only \$49.20 (F.O.B. Minneapolis).

WHEELS PROJECT IN FRONT
OF FRAME PROVIDING FULL
ACCESSIBILITY.



STREAMLINED GRINDERS

Made with 6x1", 5x1", 4x1" fully vitrified abrasive wheels. Supplied also as buffing and polishing heads, without wheels. Also, heavy duty models with 6 to 10 inch wheels. List \$2.50-\$36.00, F.O.B. Mpls.

TOP QUALITY SICKLE CONES AND WHEELS

Manufactured in our own modern wheel plant to highest specifications. Competitively priced to increase your sales! Fully vitrified, specially bonded, accurately dressed. Available loose and in popular assortments.

ASK YOUR JOBBER



HAND POWER GRINDERS

Heavy and Lighter Duty Hand Power Tool Grinders. 4", 5", 6", 7" wheel sizes. One-piece gear case, accurately machined bearings, smooth, quiet gears, attractively finished. Competitively priced from \$2.80 to \$8.00 (List, F.O.B. Minneapolis).

WRITE FOR DESCRIPTIVE CATALOG TODAY!



000 for September, quarterly registrations totaled nearly 1,873,000. Registrations in the first quarter were 1,286,437 and in the second period, 1,543,500.

Standards for Credit Advertising Issued By BBB

Voluntary standards for advertising consumer credit have been released by the Association of Better Business Bureaus. They are similar to those in effect during World War II and which were reissued in Sept. 1948.

Included in the standards are the following:

No advertiser shall make any statement about credit terms which is false or misleading or which tends to frustrate Regulation W; no advertiser shall make any offer or representation which states or implies that loan or credit terms are available, which in fact are not obtainable under Regulation W; no advertisement shall be so constructed, typographically or otherwise, as to create the impression that credit terms featured apply to all merchandise, loans, credits or services offered in the advertisement, when such is not the fact; no advertiser shall offer allowances or credits, including trade-in allowances, which are fictitious or exaggerated or in any way tend to mislead; when installment credit terms are advertised as specific amounts per week or per month, the advertiser shall refer to the fact that a down payment is required, if such be the case; no specific down payment shall be quoted in an advertisement which is less than the amount required in Regulation W; no advertiser shall refer to an installment credit as a charge account; no advertiser shall employ the phrase "no money down," or its equivalent, in connection with a charge account.

More Tool Handles Now Made of Plastics

Although Tenite, the Tennessee Eastman cellulosic plastic, is being sold on allocation in common with most other plastic materials, it is now used by some 46 small tools manufacturers for screwdriver and chisel handles.

An increasing number of screwdrivers with butyrate plastic handles are being supplied to the Armed Forces under Navy specifications. These tools must pass

New CONGRESS LUBRALIFE PILLOW BLOCKS



**Permanently Lubricated
Self-Aligning**

Row away that dirty, messy oil can! Congress Pillow Blocks never require oiling, yet there is no oil drip. They are rust free, quiet, trouble free, easily installed.

- Perfect Alignment
- Rugged Construction
- Heavy Load Capacity
- NO OILING!

Oil resisting rubber grommets equipped with static dissipator, to prevent transmission of any vibration of the rotating parts, are also available.

The test tube at the right shows the actual amount of oil contained in a $\frac{5}{16}$ " bore Lubralife bearing.

Write for Literature on Pillow Blocks and
SPECIAL PULLEY ASSORTMENTS



CONGRESS DRIVES
DIAMOND BORED
3750 E. OUTER DRIVE, DETROIT 34, MICH.



**Are you overlooking
important
profits?**



No. 952 five-piece
matched set

WESCHROME

**matched bathroom accessories
will build your sales!**

Many bathroom accessory sales are missed entirely when figuring builders hardware contracts. In WESCHROME, however, you have a beautiful line of bathroom hardware that just won't take a back seat—it practically sells on sight. In fact, WESCHROME may be the wedge needed to land the entire builders hardware order! Heavy, gleaming chrome finish, smart styling and many manufacturing "extras" identify these units as having real quality...and they are budget-priced! Once again we say—don't overlook the easy profits found in WESCHROME sales. Write for a full description of the WESCHROME deal today.

"High Style on a Budget"

WESTWOOD

MANUFACTURING CO.
1420 So. Evergreen Avenue
Los Angeles 23, California

- MAKE BIGGER PROFITS ...
- STOCK FEWER PARTS ...

KANTLEAK
FUEL OIL TANK Kits

Custom Designed



- COMPLETE
- CONVENIENT
- PROFITABLE

Our KANTLEAK Fuel Oil Tank Kits have solved a problem of lost time in your fittings department.

With the packaged KANTLEAK Kits you can handle any installation quickly and without spending a lot of time discussing piping, valves, fittings and filters.

Ask your supplier about this profitable product.

ANDERSON BRASS COMPANY
5306 TWELFTH STREET, DETROIT 8, MICHIGAN



**STOVE
PADS**

MONTEREY

Bright, festive design in vibrant colors to brighten any kitchen. Featuring exclusive NU-ROUND mar-proof corners. Sizes: 17x19 and 15x19.



CHEF

A gay, whimsical invitation to good cooking in a handsome multi-colored lithographed pattern. Exclusive Metaloid NU-ROUND corners are guaranteed not to scratch any surface. Sizes: 17x19 and 15x19.



SUNFLOWER

Bright and cheerful as a Summer garden—colorful, green and yellow pattern on a background of shimmering white. Quad-coat lithographed baked on steel. Sizes 18x20 and 14x17.



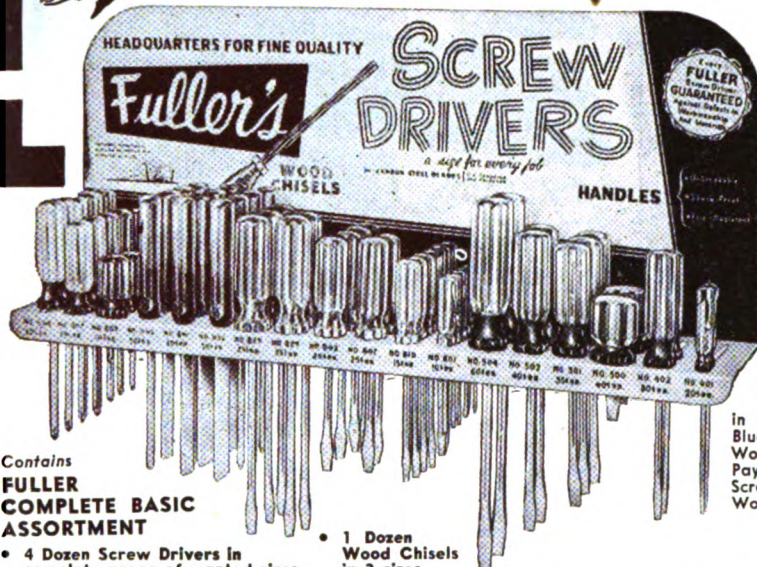
For colorful catalog of
complete Metaloid Line write:

THE METALOID COMPANY
5815 KINSMAN ROAD CLEVELAND 4, OHIO

In Canada: 3 Wellington St. East, Toronto, Ont.

Display it! Keep it filled!

SCREW DRIVER & WOOD CHISEL SELF-SERVICE DEPARTMENT



#2160

**Yours
FREE**

Fuller Metal Display Rack in Eye-Striking Blue and Orange. Worth \$5! You Pay only for the Screw Drivers and Wood Chisels.

Contains
**FULLER
COMPLETE BASIC
ASSORTMENT**

• 4 Dozen Screw Drivers in complete range of wanted sizes

• 1 Dozen Wood Chisels in 3 sizes

Priced for FAST TURNOVER. Plenty of room for your present open stock.

Shipping weight 12 lbs.

Order today thru your wholesaler; or directly from Fuller; we'll ship and bill thru your jobber.

FULLER TOOL CO., INC. 905 FAILE ST., BRONX 59, N. Y.
World's Largest Producers of Unbreakable Amber Handle Tools

rigid flammability, heat distortion, dielectric and impact strength tests. Part of the impact test is performed after the handle has been kept for 5 hours at a temperature of approximately -40° F.

Appliance Sales Up 34% in First Nine Months Despite Regulation W

Even though major appliances dealers felt the pinch of recent credit restrictions, their total sales for the first three quarters of this year were 34 pct above the level of the previous year, the Dept. of Commerce reports.

Radio store sales for the nine months of this year were 32 pct higher than in the comparable period of 1949. September sales were 40 pct above those for September, 1949.

Lumber and building material dealers' sales were up 36 pct in the first nine months over the same period of 1949.

Materials for Enameled Ware Getting Scarcer

John J. Harding, president of the Federal Enameling & Stamping Co., informed his sales force that steel is only one of the problems facing his company.

He points out that the raw materials which go into a Federal enameled saucepan come from more than eight foreign countries and from all over the U. S. These materials, such as cobalt, chromium and nickel are rapidly becoming harder to get.

He said the industry's position is much better than it was during the slim days of World War II, but is not good enough to take care of any abnormal demand.

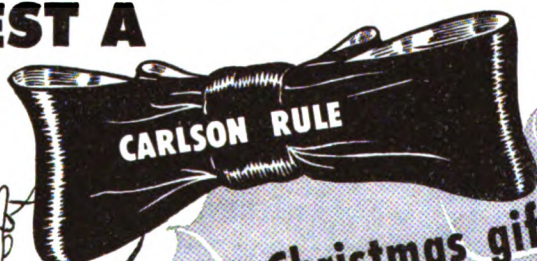
10-month Building Total 45% Higher Than Last Year

Construction contract awards in the 37 states east of the Rockies in October totaled \$1,135,815,000, or 12 pct less than the September figure of \$1,286,541,000, but 7 pct above October 1949, it was reported by F. W. Dodge Corp., construction news and marketing specialists.

The 10-month 1950 total of \$12,245,561,000 was 45 pct higher than the corresponding total for 1949, according to Dodge.

The total of square feet of floor

SUGGEST A



**the Christmas gift
everyone appreciates**



Men, women, youngsters—everyone needs a rule...it's the gift with universal appeal. Suggest a Carlson—your customers will take pride in giving this top quality rule. A Carlson is received with extra pleasure, thanks to features like the new swing-tip, and 10-second blade change* on the Hobby, Chief and White Chief.

Order an ample supply from your jobber now.

*Pat. No. 2510939

BUDDY

HOBBY

CHIEF

WHITE CHIEF

CARLSON & SULLIVAN, INC.
MONROVIA, CALIFORNIA

**AT LAST! A FOOD CHOPPER
DESIGNED FOR MODERN KITCHENS!**

ENTERPRISE

No-Clamp Chopper



**RETAIL PRICE
\$6.95**

Just stand the new Enterprise **NO-CLAMP** Chopper on your counter. It's a demonstration in itself that here's a chopper ready to use . . . on *any* flat surface . . . anywhere in the kitchen.

The **NO-CLAMP** Chopper cuts meats and vegetables with the ease and perfection that has made Enterprise famous. The six easy-to-clean parts include 2 cutters.

OTHER FAMOUS ENTERPRISE PRODUCTS

Meat-and-Food Choppers for clamping to table
No. 5 Family size

Retail Price \$4.50

No. 10 Large families, farms and restaurants
Retail Price \$6.95

Meat-and-Food Choppers to be permanently fastened to table

No. 12 Large home and farm size
Retail Price \$6.95

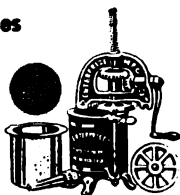
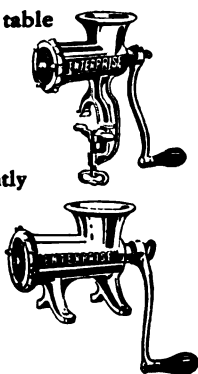
No. 22 Farm and hotel size
Retail Price \$14.50

No. 32 Large-capacity for farms, hotels, institutions, etc. \$18.75

"3 in 1" Sausage Stuffer, Large-Fruit Presses

No. 31 6-quart capacity
Retail Price \$32.50

No. 35 8-quart capacity
Retail Price \$34.50



THE ENTERPRISE MFG. CO. OF PA.

3rd and Dauphin Streets
Philadelphia, Pa.

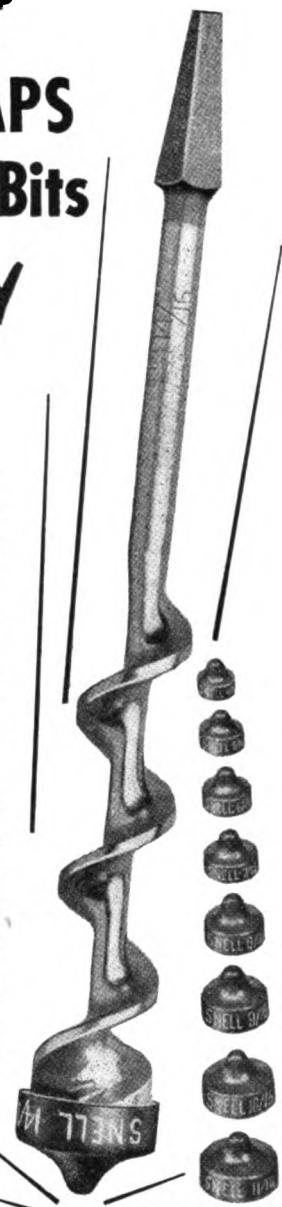
**Another Snell Step
In Your Direction**

KUTTER KAPS

*Keep Snell Bits
"Good and Sharp"*

Thanks to Snell's exclusive "Kutter Kaps", you can now **PERMANENTLY** protect the sharp cutting edges and screw points of Snell Auger Bits. Molded of tenite, these rugged "Kutter Kaps", put on firmly with only a quarter turn, offer complete protection against the most common causes of damage to points and edges — a bit falling from the work bench to the concrete floor, or striking another tool when thrown into the tool box. There's a Snell "Kutter Kap" for each Snell Bit — marked plainly for size. Cost? Only a few pennies extra.

Drop a "Kutter Kapped" Snell Bit on concrete. Watch it bounce without any damage to cutters and screw.



"Kutter Kaps" can be put on or removed in a jiffy.



"Kutter Kaps" are available in all sizes from 1/4" through 1", 1 1/4" and 1 1/2". Clearly marked sizes on each "Kutter Kap" make it easier to spot the bit you want.



SNELL
Manufacturing Co.
WORCESTER, MASSACHUSETTS

FACTORY: FISKDALE, MASS.

**SHARON HAS SHIPPED ITS
ONE-MILLIONTH
ASSORTMENT
REFILL**



PROOF POSITIVE

THAT SHARON

REFILLABLE ASSORTMENTS

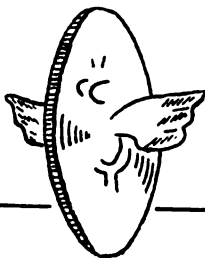
TURN LOSSES ON DIME

SALES INTO PROFITS

Sharon Bolt and Screw Co.
BOSTON 10, MASS.

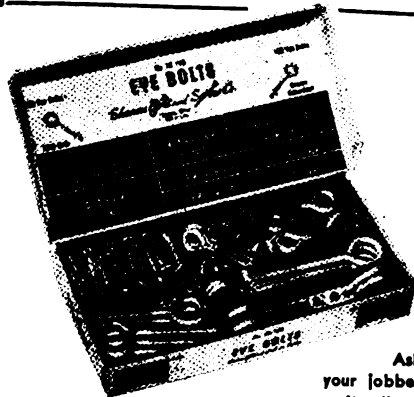
**TIME
MEANS MONEY!**

Don't waste it hunting
all over your shelves to
make a 10 cent sale.



**SHARON
ASST. EB-100 EYE BOLTS**

- 8 SIZES—ELECTRO GALVANIZED
- 100 EYE BOLTS—OPEN EYES
- NUTS ATTACHED



Ask
your jobber
or write direct

Sharon Bolt and Screw Co.
BOSTON 10, MASS.

area for the first 10 months of 1950 was 57 pct higher than the same total for last year.

Residential awards in October totaled \$529,867,000, a decrease of 4 pct from September, but 6 pct higher than October 1949. Non-residential awards totaled \$426,820,000, 14 pct less than the September figure, but 20 pct ahead of October last year.

Mirro Sales Increased 44% in 9-month Period

The Aluminum Goods Mfg. Co. reports that the sales of Mirro aluminum cooking utensils for the first nine months show a 44 pct increase over a similar period last year.

Westinghouse Appliance Output High

Plants of the Westinghouse Appliance Division of Westinghouse Electric Corp. in Mansfield, Ohio, and in Springfield, Mass., produced 3,297,752 electric refrigerators and stoves and total sales of \$180-million so far this year. Production has been 70 pct above that of the same 1949 period.

Educational Plan to Boost Electrical Living

Hotpoint, Inc., has placed in effect a new educational sales plan that allows schools to purchase complete kitchens and home laundries at half the recommended retail price.

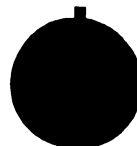
It is expected that the new plan should result in educating a new generation to the advantages of electric living. While electric ranges are used in only 18 pct of the nation's wired homes, the majority of home economics departments cook electrically, according to a Hotpoint official.

Long and Short Light

A speed midget flashbulb, which lights up and dies in 1/200th of a second to make fast camera exposures, has a life span 5,400,000 times shorter than a fluorescent lamp. Westinghouse engineers say their newest fluorescent tubes average 7500 hours, equal to burning eight hours daily in an office or factory for four years.

(Resume reading on page 15)

METAL FLOATS



BALL TYPE

3" to 12" diameter ball floats of copper or stainless steel for open tank to 150# pressure in stock—specials of various metals made to order.

ARTHUR HARRIS & CO.
212 N. ABERDEEN ST.
CHICAGO 7, ILLINOIS



CHROME NIPPLES

1/8" to 4" sizes
1/8" and 1/2" sizes
packed 12 to a box

Write for catalog

PITTSBURGH NIPPLE WORKS, Inc.
1455 Spring Garden Ave., Pittsburgh 12, Pa.



THE NEW *Columbiana* CAM-LOCK HYDRANT "Sold the World Over"

Here's a fast-selling new Cam-Lock Hydrant for use on pressure lines. Sturdily built with few moving parts, this Columbiana Hydrant has no springs to rust out. Its many new features include:

- ★ ONE-PIECE BRONZE VALVE BODY
- ★ NON-CORROSIVE VALVE ASSEMBLY
- ★ ANTI-FREEZE ACTION
- ★ CAM-LOCK HANDLE PREVENTS DRIPPING AND WATER WASTAGE

This is the lowest priced hydrant on the market. Write today for complete information. Established 1888.

Fig. H-1200 market. Write today for complete information. Established 1888.
Columbiana PUMP CO., Columbiana Ohio, U.S.A.



**Peace
on
Earth,**

**Good
Health
to
Children**



For the sake of your children,
buy and use Christmas Seals.

Thanks to Seals, children today
have a far greater chance of es-
caping TB than you did.

To give them a still better
chance, send your contribution
today, please.



**buy
Christmas
Seals**

Because of the im-
portance of the
above message this
space has been
contributed by

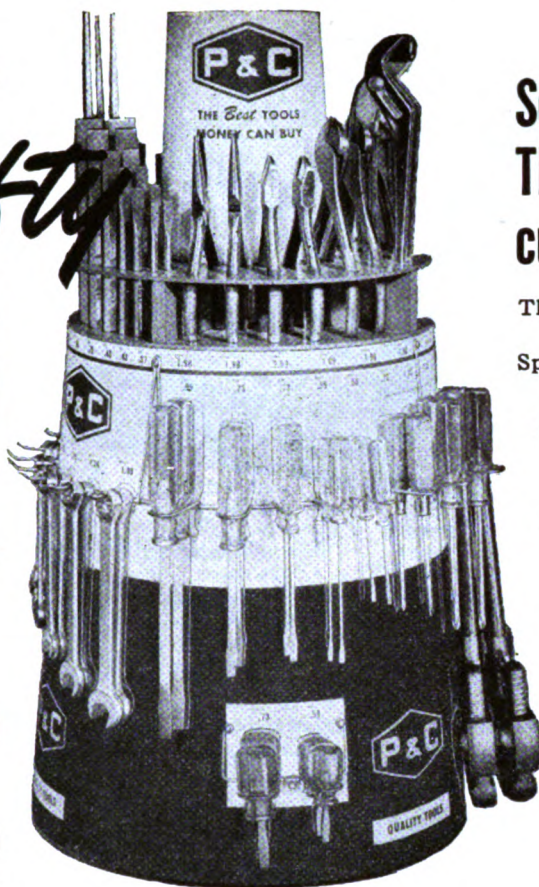
Hardware Age

P & C's NEW

Thrifty 50

puts Magic in Your
Tool Sales!

P & C Hand Forged
Tool Company
Portland 22, Oregon
Cable Address: PANDCTOOL



Sell more tools FASTER when Thrifty-50 reminds your customers of tools they need

Thrifty-50 is the closest thing to magic for sparking tool sales you have seen yet.

Spot Thrifty-50 in your highest-traffic, highest-profit counter location. Watch its flashing beacon attract attention. See customers instinctively reach for the P&C tools they need. The tools on Thrifty-50 are the tools that sell—FAST.

Here's the ideal combination hardware dealers want... FAST TURNOVER on a mighty LOW INVENTORY. Ask your P&C distributor salesman to show you Thrifty-50. Or write today for information on Thrifty-50 to make more money on a smaller tool stock.

- ◆ Tool locations shadow marked. Prices, tool numbers save time and work for sales clerks.
- ◆ Make more profit per sq. ft. T-50 takes only 18-in. diameter space.
- ◆ Three attractive colors set off the tools to best advantage on this beautiful new revolving salesman. It sells for only \$7.25, complete with flashing, illuminated beacon.
- ◆ Total tool cost to dealers with two each of the 50 most popular P&C tools, is only \$75.72.

When You Are Looking For a Certain Product

and only the trade-name is *known*—look in the General Directory Section of the Catalog Directory Number of **HARDWARE AGE** for that particular trade-name. You will find it listed alphabetically under the product heading of the item in question.

There alongside the trade name you will find the name of the manufacturer *who makes it*. The address of the maker will also appear with the firm name arranged alphabetically in the same list.

Keep this Catalog and Directory Number where you can reach it quickly whenever you need help in buying hardware products.

HARDWARE AGE

100 E. 42nd Street, New York 17, N. Y.

GET THE BEST!

ASK FOR IT
BY NAME

Glaser

ACID CORE
SOLDER



Why accept less than the Best—when GLASER costs no more?

GLASER LEAD CO., INC.

21-31 Wyckoff Avenue, Brooklyn 27, N. Y.

RENDERING DEPENDABLE SERVICE TO AMERICAN INDUSTRIES SINCE 1922



Safety

REG. U.S. PAT. OFF.

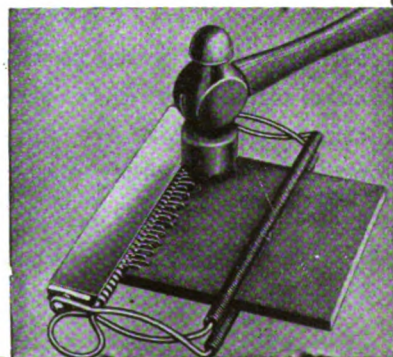
TU-WAY BELT LACER

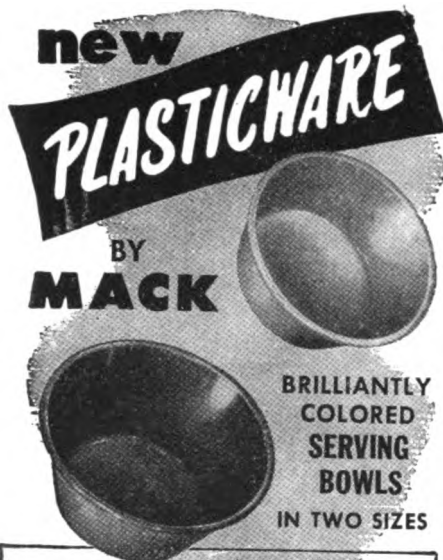
Safety belt lacing is easy to apply with any standard make belt lacing machine, lacer, or it can be applied with a hammer by using the inexpensive Safety Tu-Way Lacer.

Safety's patented binder bars hold every hook in exact alignment, lap snugly over belt ends and prevent fraying.

SAFETY
BELT-LACER CO.

5390 N. MENARD AVENUE
CHICAGO 30, U. S. A.





Here are the utility dishes women call for all year round. Both the 10 and 16 ounce sizes come in assorted solid colors, and in richly tinted mottles. Order these popular Mack Serving Bowls today — they're in big demand. 6 dozen to a shipping carton.

CALL OR WRITE FOR PRICES
AND THE COMPLETE CATALOGUE
OF MACK PLASTICWARE

MACK MOLDING CO., INC.
142 MAIN ST., WAYNE, NEW JERSEY

The McGill ALSTEEL mouse trap



Best test of this proven all-steel nickel-plated trap is its phenomenal repeat sales. Easy automatic set and sanitary release.

McGILL METAL PRODUCTS CO.
MARENGO, ILLINOIS



Hardware and allied
trade events up-to-
date in each issue
of *Hardware Age*

National Events

International Heating and Ventilating (Air Conditioning) Exposition, Jan. 22-26, Commercial Museum, Philadelphia, Pa. Charles F. Roth, 480 Lexington Ave., New York, N. Y., Manager.

Housewares and Home Appliance Manufacturers' Exhibit, Jan. 18-25

at the Navy Pier, Chicago, A. W. Buddenberg, National Houseware Manufacturers Assn., 1140 Merchandise Mart, Chicago 54, secretary.

National Sportsmen's and Vacation Show, Feb. 7-25, Grand Central Palace, New York City.

Regional Events

Ace Hardware Corp. convention and exhibit, Jan. 29-31, Stevens Hotel, Chicago. E. G. Lindquist, Ace Hardware Corp., 2355 S. Blue Island Ave., Chicago 8, secretary.

American Hardware Supply Co. Merchandise Fair and Stockholders' Meeting, Jan. 29-30 at company headquarters, 41 Terminal Way, South Side, Pittsburgh 19, Pa. Wm. M. Stout, executive vice-president and general manager.

Buffalo Sports and Boat Show, March 10-18, 65th Regiment Armory, Buffalo, N. Y.

Builders' Hardware Conference (Pacific Coast), April 24-26, at Victoria, B. C., sponsored by Districts 18, 19, and 20 of the National Contract Hdwe. Assn. and the American Society of Architectural Hdwe. Consultants. Managing director Consultant's group, John R. Schoemer, 420 Madison Ave., New York City.

Chicago International Sports and Outdoor Show, March 2-11, International Amphitheatre, Chicago, Ill.

Coast-to-Coast Stores annual meeting, Feb. 4-7 at Nicollet Hotel, Minneapolis, Minn. Mastercraft conven-

tion for sales people, April 15-17. York Langton, trade extension manager, Coast-to-Coast Stores Central Organization, Inc., 43 Main St. S.E. Minneapolis, Minn.

Cotter & Co. Stockholders' Meeting and Spring Merchandise Show, Feb. 5-6 at company headquarters, 366 E. Illinois St., Chicago 11.

Detroit Congress Sportsmen's and Detroit News Travel Show, March 31-April 8, State Fair Grounds, Detroit, Mich.

Franklin Hdwe. & Supply Co. annual stockholders' convention, Feb. 6, at company's warehouses and offices, 918-928 N. Delaware Ave., Philadelphia 23, Pa.

Marshall-Wells Stores, Congresses: Duluth, Minn., Feb. 5-7; Portland-Seattle (at Portland, Ore.), Feb. 12-14; Spokane, Wash., Feb. 15-16; Billings, Mont., Feb. 19-20. Sponsored by Marshall-Wells Co., Duluth 1, Minn.

Wisco Hardware Co. Merchandising School and Sales Show, Jan. 29-31, at company headquarters, 15 So. Brearly St., Madison, Wis.

State Events

Alabama Retail Hdwe. Assn. annual convention and exhibition, April 24-26 at Admiral Semmes Hotel, Mobile. Secretary, Mrs. Euna G. Ramsey, 509 N. 19th St., Birmingham 3.

Arkansas Retail Hdwe. and Impl. Assn., convention and exhibit, Feb. 18-19, Little Rock, Ark. Headquarters, Lafayette Hotel. Exhibit, Robinson Memorial Auditorium. Executive Secretary, Wayne Tis-

CHROME CLASSIC

Don't Miss the Sensations of the Year!

CHROME CLASSIC and *Beautiful Rose*

Exclusive New PRO-TEX All-Purpose Pads

Superbly Featured in BRAND-NEW De-Luxe Packages

They're as new as tomorrow's sunrise . . . and just as beautiful! Packaged in self-selling new gift cartons. Ideal for Christmas promotions, showers, weddings and other gift occasions. Genuine PRO-TEX construction. Display them *now* . . . watch them sell!

CHROME CLASSIC Dazzling Chrome. Exclusive new pattern combines sparkling beauty and long-lasting durability. It's America's No. 1 chrome pad . . . triple plated on finest steel.

BEAUTIFUL ROSE The incomparable rose . . . reproduced in gorgeous full, natural color! *Beautiful Rose* . . . Ballonoff's inspired new creation. Everybody loves a rose. Every woman wants *Beautiful Rose*.

BLUE RIBBON ASSORTMENT OF PRO-TEX HOT DISH MATS

Four fast-selling patterns—Rose and Ribbon (illustrated), Doily, Flower Point and Banquet. Each pattern is outstanding in beauty and full natural color, lithographed on gleaming white baked enamel. Backed by a complete consumer merchandising program!



Write for full-color circulars and prices.

Ballonoff METAL PRODUCTS CO.

1820 EAST 37th STREET • CLEVELAND 14, OHIO

"A saucer and MOUSE SEED* is All you need"

Offer your customers—and use yourself—this modern mice-killer. "A saucer and MOUSE SEED* is all you need." No baits, traps or muss. Mice eat the kernels of the tiny, chemically treated grain; then they die. Easy. Clean. Convenient.

MOUSE SEED* has given excellent results for over 50 years. Consistently advertised in newspapers and magazines to 26 million mice-hating homes. Pays you \$1.50 profit on a \$2.00 investment.

Insist on MOUSE SEED*—made only by Reardon. Order now. If your wholesaler hasn't it, write us, giving his name.

*Reg. U.S. Pat. Off.



Wholesalers: Write for complete information.

W. G. REARDON LABORATORIES, INC.
10 Mill Street, Port Chester, N. Y.

CARTON OF
14 PACKAGES:
Costs you \$2.00
You sell for \$3.50
You make \$1.50



Sheffield

Brings You The *BEST*
in **OIL
COLORS**

WITH THE COLORFUL DISPLAY CABINET THAT SELLS MORE OIL COLORS FOR YOU ON SIGHT. COLORFUL TINTING CHART ON CABINET SHOWS THE DOZENS OF SPECIFIC TINTS RESULTING FROM VARIOUS COMBINATIONS OF OIL COLORS AND WHITE.



Here's the greatest deal in the world in oil colors! The very finest quality oil colors . . . in a complete range of colors . . . all triple ground in pure linseed oil . . . all FULL STRENGTH . . . and at popular prices! Get this display cabinet . . . and watch your oil color sales zoom up!

Sheffield *Bronze*
PAINT CORPORATION
CLEVELAND 19, OHIO

NOW! FOR EVERY HARDWARE STORE



New! Outstanding! Building your profits to new heights—for HOMKO has all those features your customers have been clamoring for! Automatic operation—no gadget or lever to use! Walking speeds are easily regulated by engine acceleration. Massive rubber tired wheels with a choice of standard, or over-size tires for high cut of grass. Easy storage. Write today and learn how you can profit with HOMKO Lawn Equipment! Built-in Recoil Starter available at slight additional cost.

DEMAND
DEPENDABLE
Homko
TRULY A
QUALITY
PRODUCT

CHOICE OF
BRIGGS OR
CLINTON
ENGINE

WESTERN TOOL & STAMPING CO.
2725 SECOND AVENUE, DES MOINES 13, IOWA



DOOR BANG ELIMINATED WITH SHELBY AIR-CHECK DOOR CLOSERS

Two models—No. 555 for screen doors—No. 666 for storm and combination doors. Both close doors smoothly and surely without bang—flies and cold air stay out.

Here are two year-around, profitable sales items. Order from your jobber and put them out for customers to see.



dale, Lafayette Hotel, Little Rock.
California Retail Hdwe. Assn., convention and exhibit, Feb. 19-22, Fairmount Hotel, San Francisco. Secretary, LeRoy Smith, 1355 Market St., San Francisco.

Connecticut Hdwe. Assn., convention and exhibit, Jan. 24, Stratford Hotel, Bridgeport. Secretary, Ned Russell, Harris Hdwe., Southport.

Florida and Georgia Retail Hdwe. Assns. joint convention and exhibit, May 7-9, Geo. Washington Hotel, Jacksonville, Fla. Executive Manager, William W. Howell, Waycross, Ga.

Illinois Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, State Armory Bldg., Springfield. Managing Director, Wm. W. Ewert, 1194 Merchandise Mart, Chicago 54.

Indiana Retail Hdwe. Assn., convention and exhibit, Jan. 30-Feb. 1, Indianapolis. Headquarters, Hotel Lincoln. Exhibit, Murat Temple, Managing Director, G. F. Sheely, 333 N. Pennsylvania St., Indianapolis 4.

Intermountain Assn. convention, Jan. 26-27, at the Hotel Utah, Salt Lake City. Secretary, Leon L. Weeks, 224 Continental Bldg., Boise, Idaho.

Iowa Retail Hdwe. Assn., convention and exhibit, Feb. 6-9, Des Moines. Headquarters, Hotel Savery. Exhibit, Iowa Exhibit Bldg., State Fair Grounds. Secretary, P. R. Jacobson, Mason City.

Kentucky Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Brown Hotel, Louisville. Secretary, D. W. Laws, 501 Republic Bldg., Louisville.

Louisiana Retail Hdwe. Assn., convention, March 11-13, at the Evangeline Hotel, Lafayette, La. Secretary, David O. Mansfield, 226 S. State St., Jackson, Miss.

Michigan Retail Hdwe. Assn., convention and exhibit, Jan. 16-18, Detroit. Headquarters, Statler Hotel. Exhibit, Convention Hall. Manager, Harold W. Schumacher, 1916 Olds Tower Bldg., Lansing.

Minnesota Retail Hdwe. Assn., convention and exhibit, Jan. 23-25, Minneapolis. Headquarters, Curtis Hotel. Exhibit, Auditorium. Manager, C. J. Christopher, 2110 Nicollet Ave., Minneapolis 4.

Mississippi Retail Hdwe. and Imp. Assn., convention and exhibit, June 3-5, Buena Vista Hotel, Biloxi. Secretary, David O. Mansfield, 226 S. State St., Jackson.

Missouri Retail Hdwe. Assn., convention and exhibit, March 6-8, Jefferson Hotel, St. Louis. Secretary, M. E. Pohlman, 812 Olive St., St. Louis.

Mountain States Hdwe. and Imp. Assn., convention., Jan. 23-25, Metropolitan Hotel, Denver, Colo. Secretary, Francis W. Reich, 150 Spruce St., Boulder, Colo.

Nebraska Retail Hdwe. Assn., convention and exhibit, Feb. 13-15, Omaha. Headquarters, Paxton Hotel. Exhibit, Auditorium. Secretary, C. A. McCoy, 325 Insurance Bldg., Lincoln 8.

New England Hdwe. Dealers' Assn. convention and exhibit, Feb. 2-4, Statler Hotel, Boston, Mass. Executive Secretary, Russell B. May, 185 Dartmouth St., Boston 19.

New York State Retail Hdwe. Assn. convention and exhibit, Feb. 1-3, March 1, Buffalo. Headquarters, Statler Hotel. Exhibit Auditorium. Secretary, Nicholas H. Kiley, 100 Hills Bldg., Syracuse 2.

North Coast Retail Hdwe. Assn., convention, Feb. 11-13, Olympic Hotel, Seattle, Wash. Secretary, D. Stewart, 714 American Bldg., Seattle 4.

North Dakota Retail Hdwe. Assn. convention and exhibit, March 21, Fargo. Headquarters, Grand Hotel. Exhibit, Sports Arena. Secretary, Frank M. Bayer, 50 Broadway, Fargo.

Ohio Hdwe. Assn., convention and exhibit, Feb. 13-15, Cleveland. Headquarters, Statler Hotel. Exhibit Auditorium. Secretary, John B. Conklin, 198 S. High St., Columbus.

Oklahoma Hdwe. and Impl. Assn., convention and exhibit, Feb. 6-8, the Auditorium, Oklahoma City. Executive Secretary, R. K. Thomas, 711 Wright Bldg., Oklahoma City 2.

Pennsylvania and Atlantic Seaboard Hdwe. Assn., convention and exhibit, Feb. 6-9, Philadelphia. Headquarters, Bellevue-Stratford Hotel. Exhibit, Convention Hall. Secretary, W. Glenn Pearce, 1616 Walnut St. Philadelphia 3.

South Dakota Retail Hdwe. Assn. convention and exhibit, March 13-15, Sioux Falls, S. D. Headquarters, Cataract Hotel. Exhibit, Coliseum. Secretary, O. R. Baily, 300 S. Jefferson Ave., Sioux Falls.

Southern California Retail Hdwe. Assn., convention and exhibit, Feb. 20-22, Long Beach. Headquarters, Wilton Hotel. Exhibit, Auditorium. Secretary, A. C. Kammeier, 416 W 8th St., Los Angeles 14.

Tennessee Retail Hdwe. Assn., convention, Feb. 18-20, Farragut Hotel, Knoxville. Secretary, Morris Jones, P. O. Box 784, Nashville.

Texas Hdwe. and Impl. Assn., convention and exhibit, Jan. 15-17, San Antonio. Headquarters, Plaza Hotel. Exhibit, hotel and Transit Tower.

MECHANICS' TOOLS and HARDWARE SPECIALTIES MAKE STEADY PROFITS FOR YOU

No. 270

Rigid Hand Cultivator

with
Re-Inforced
Tines*

A garden hand tool that is designed for exceptionally hard wear. A new look, with counter sales appeal, is given this tool by using "Johnson Bronze" finish on the upper part of the tines. Polished hardwood handles. Heavy steel ferrule. Length over all, 9 1/2".

Packed 1 dozen to box.
Weight per dozen 6 lbs.

GUARANTEED • SINCE 1830

WILLIAM JOHNSON INC.
BRENNER AND KENT STREETS — NEWARK 3, N. J.

**FEDERAL
Practical
HOUSEWARES**

**Are Ready
for the HOLIDAYS!**

Over 6,000,000 people will have an opportunity to see the advertisement on these items during November

No. 516 SHORTENING MEASURE

Adjustable shortening measure from 1 tablespoon to 1/2 cup provides quick and accurate measuring. Made of strong STYRON plastic. Available in red, yellow, green. Only 49c

No. 573 DELUXE NUT MEAT CHOPPER

Use for all recipes calling for chopped nuts. A storage jar, a chopper, a measuring cup and a dispenser—all in one. Only 50c

No. 295 DELUXE ONION CHOPPER

For chopping onions, eggs, giblets, liver, parsley, celery and small vegetables. Perforated construction assures cleanliness and eliminates lingering odors. Rust-proof chopper blades. Cup has aluminum cover and graduated measure. Price 50c

GOOD HOUSEKEEPING will carry our advertisement on these holiday cooking items to their 3,078,656 readers.

BETTER HOMES & GARDENS' circulation will add another 3,290,422 readers.

Make it a "holiday for sales" with these quality kitchen necessities by ordering or re-stocking an adequate supply NOW!

Guaranteed by
Good Housekeeping
as per ad advertised therein

Representatives in Boston, New York City, Canandaigua, N. Y., Philadelphia, Atlanta, Seattle, Los Angeles, Kansas City, Memphis, Denver, Louisville, Dallas, Chicago, Detroit, Pittsburgh, Minneapolis, Emittsburg, Md., St. Louis, Honolulu and San Francisco.

For complete details see your jobber, our representative or write for illustrated catalog sheets and price list.

STYRON

**FEDERAL
Practical
HOUSEWARES**

FEDERAL TOOL CORP., 3606 W. PRATT BLVD. CHICAGO 45

BABY'S SAFETY COMES FIRST WITH PARENTS!

That's why...

**PERFECTION
SAFETY GATES
SELL ON SIGHT!**



Made of seasoned hardwood. Slats 33" long, ends and corners neatly rounded, with 1/4" steel rods to secure them to archways, porch or door casings. Natural wood finish heavily varnished.

• Safety gate illustrated with No-Mar gate mounting, our exclusive patent*. Holds safety gate on door casings or arches up to 7" wide without wood screws. Sold as an accessory. Full markup!

*Patent pending

**L. HOPKINS
MANUFACTURING
COMPANY**

Woodware Specialties Since 1895
NORTH GIRARD, PA.

WEIGHTS PER DOZEN

No. 93	3 Fl. 45 Lbs.	No. 96	6 Fl. 76 Lbs.
No. 94	4 Fl. 54 Lbs.	No. 97	7 Fl. 88 Lbs.
No. 95	5 Fl. 63 Lbs.	No. 99	9 Fl. 99 Lbs.

PACKED 1/2 DOZ. TO THE CARTON.

THE PATENTED NO-MAR PLAY PARTS ON LINDENWOOD COOL BLENDED

Write today for Free illustrated booklet

STEEL

SHIRLEY

KITCHENS



Guaranteed by
Good Housekeeping
as per ad advertised therein

• Top-quality, outstanding beauty, distinctive features, complete line, nationally advertised, competitively priced. Leads in value. See your distributor or write us for full information.

SHIRLEY CORPORATION • INDIANAPOLIS 2, INDIANA

NOW—YOUR CHOICE!

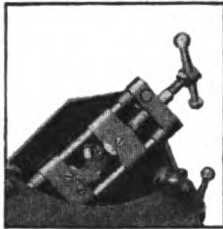
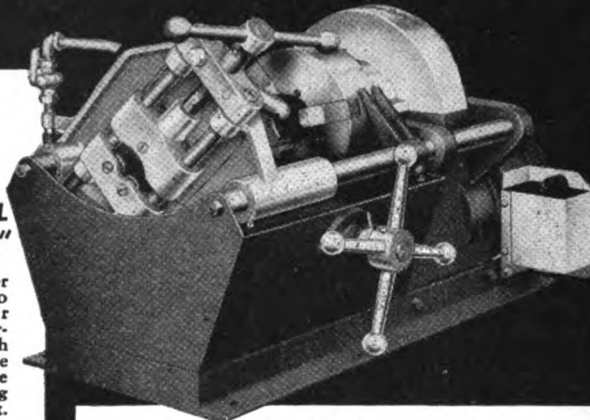
Wheel or Knife CUT-OFF

with **TOLEDO** 2" Portable Power Pipe Machine



"This new WHEEL Cut-Off is a honey!"

It's a cinch to use. Cutter head equipped with two rollers and one cutter wheel which is self-centering and easily fed with hand wheel. Cuts off pipe rapidly. Extremely simple in design with few moving parts. Simple adjustment.



"I like the KNIFE! Been using it for years!"



With the Toledo Knife Cut-Off, four cutter knives leave a straight square-end cut without burr. Blades are fed thru a scroll by a small hand wheel. May be resharpened many times.



SPEED PRODUCTION . . . CUT COSTS!

Today more than ever you need the speed and practical features of this great TOLEDO No. 999 2" Power Pipe Machine! Gives you high production—reduces costs—saves up to 80% on pipe threading time compared with hand methods!

It's "tops" with better mechanics for cutting, threading and reaming all pipe sizes up to and including 2" and bolts from $\frac{3}{8}$ " to $1\frac{1}{2}$ ". Popular and efficient for shop or job use or for industrial plants.

Now—the Super Model available with choice of Wheel or Knife Cut-Off. See it—try it—with the new Wheel and Roller Cut-Off! Outstanding for simple design . . . quick adjustment . . . rapid cut-off. Toledo-built dependability. Ask your distributor for details. Write for bulletin. The Toledo Pipe Threading Machine Co., Toledo, Ohio. New York Office: 165 Broadway, Room 1310.

- ★ THREAD 2" PIPE IN 22 SECONDS!
- ★ CUT OFF 2" PIPE IN 10 SECONDS!
- ★ COMPACT... PORTABLE ... LOW COST!
- ★ SAVES LABOR!

TOLEDO

RELY ON THE LEADER

POWER DRIVES...PIPE TOOLS...POWER PIPE MACHINES



Secretary, R. M. Souder, 822-23 Texas Bank Bldg., Dallas 2.

Tri-State Hdwe. and Impl. Assn., convention, Feb. 12-13, Herring Hotel Amarillo, Tex. Secretary, M. D. Shepherd, Canyon, Tex.

Virginia Retail Hardware Assn., convention and exhibit, March 27-29, Roanoke. Headquarters, Hotel Roanoke. Exhibit, American Legion Auditorium. Secretary, G. T. Omohundro, Jr., Scottsville, Va.

Western Retail Impl. and Hdwe. Assn. convention and exhibit, Jan. 15-15. Municipal Auditorium, Kansas City. Mo. Secretary, William J. Shaw. 3915 Main St., Kansas City, Mo.

West Virginia Hdwe. Assn., convention and exhibit, Feb. 19-21, Daniel Boone Hotel, Charleston. Secretary, James C. Fielding, 1628 McClung St., Charleston.

Wisconsin Retail Hdwe. Assn., convention and exhibit, Feb. 6-8, Milwaukee. Headquarters, Hotel Schroeder. Exhibit, Auditorium. Secretary, H. A. Lewis, Stevens Point.

Gift Preference List Aids Customers and Stores

To boost sales in his gift department, one retailer lists the gift preference of all women customers who come into his store, including brides. Over a period of time, he has found many women will consent to such a listing in his book. Then when a friend comes in to buy a gift for a certain woman, the retailer very likely has her gift preferences, patterns, etc., listed. This is a great aid to customers in purchasing appropriate gifts for their friends. The same idea undoubtedly can be used in listing the merchandise and brand preferences of men.

HARDWARE HUMOR

By Hardware Age



"Try to look like a clerk. People think you're a customer."



**your
customers
are taking
so many
Paine's**

that right now we're having trouble setting their needs. Your customers know Paine Devices, like the Paine "900" expansion screw anchor, quickly, surely and economically solve their fastening, lagging or anchoring problems... they know Paine Devices are worth waiting for. We'd just like to let you know that we're doing our best to supply you, so that you can supply your customers.



BEST CRAFTSMEN ALWAYS TAKE PAINE'S

Dealers in Principal Cities

THE PAINE COMPANY
2863 Carroll Ave., Chicago 12, Ill.

**BOOST
SALES**

Show Customers Why...

**CONNECTICUT VALLEY'S
EXPANSIVE BIT
CUTS A SMOOTHER
HOLE**



Point out the spur on the head of the bit. Explain how this spur cuts a circular groove at the bottom of the hole. Then, as the cutting lip follows through it easily lifts off a shaving instead of chewing the wood.



Pattern-makers, woodworkers and home craftsmen all need this bit that will bore where conventional bits cannot be used. Available in hand brace shanks from 1/4" to 2", and in machine shanks from 1/4" to 3".

**FORSTNER
BITS
Cut any Angle
Bore any Arc**

**THE CONNECTICUT
VALLEY MFG. CO.**

Main Street
CENTERBROOK, CONN.

HARDWARE AGE, NOVEMBER 30, 1950

98,328,080

customers

**WILL BE
PRE-SOLD ON**

Wagoner

**Automatic Water Heaters
and Ranges**

Beginning with the December issue of Successful Farming, America & Southern Corp., will launch the biggest advertising campaign in their history. Throughout 1951 in Successful Farming, Household and Farm Journal magazines, 98,328,080 readers will be pre-sold on Wagoner Automatic Electric and Gas Water Heaters and Wagoner Electric Ranges. No dealer can afford to miss this sales opportunity! A complete FREE merchandising kit is available so you can tie-in for greater profits. Write today for details.



- National Consumer Advertising
- Newspaper mats
- Store Displays
- Mailing Pieces

Please send me your 1951 Merchandising Kit:

H-115

Name _____

Address _____

City _____ State _____

My Favorite Jobber _____

Jobber's Address _____

Wagoner

AMERICA & SOUTHERN CORP.
1000 Sixth Ave., South
NASHVILLE 10, TENNESSEE



DISTINCTIVE HARDWARE

ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY

ROCKFORD • ILLINOIS



STEEL FENCE POSTS

"U" flanged posts with self-fastening lugs. **No Staples Required.**

DEALERS! If your jobber cannot supply, write us. Attractive prices and delivery dates.

Manufactured by
RUDOLPH POULTRY EQUIPMENT CO.
Vineland, N. J.



NEW MINUTE MOP **Hydro-matic**

AN ORIGINAL SENSATION IN SPONGE MOPPING

Model No. 400

No bending down

List \$3.98

Sponge refill \$1.29

No Stopping

Lever on handle of Hydro-matic lets housewife drain water from sponge without wetting hands. Hands always remain wet mopped. Has versatile handle, bumper, and optional new features put it in a class by itself in satisfying housewife demand. Call your jobber today.

MINUTE MOP CO. 13 E. 23rd St. CHICAGO 16 ILL.



• GREAT NECK SAW MFRS., INC. • Mineola, N. Y. •

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices... Nationally Advertised Products

<ul style="list-style-type: none"> • back saws • panel saws • pruning saws • block planes 	<ul style="list-style-type: none"> • hand saws • mitre saws • wood chisels • fore planes 	 <p>GOES A LONG WAY</p>	<ul style="list-style-type: none"> • keyhole saws • coping saw frames • screw drivers • jack planes 	<ul style="list-style-type: none"> • back saw frames • coping saws • compass saws & nests • smooth planes
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FOR ACTION SALES...

SEE YOUR JOBBER IMMEDIATELY!



GLASS CUTTERS
No. 024
G1



PAINT CONDITIONER
No. 30



WALL SCRAPER
P2-3



POINT DRIVER
No. 1



WOOD SCRAPER
No. 50



ROLLER
No. R51



Red Devil

THE LEADER SINCE 1872
Red Devil Glass Cutters and other glaziers', painters' tools and machines are designed to the times—there's no substitute for quality
Send for Catalog 19
RED DEVIL TOOLS, Irvington 11, N. J., U. S. A.

Cal-*tep* PINKING SHEARS

Sell faster than any other Pinking Shear on the market



THE CAL-TEP HOMEMAKER

- PATENTED SPRING TENSION
- PRECISION MADE... NICKEL PLATED
- CUT MOST MATERIALS INCLUDING LIGHTWEIGHT WOOLENS
- INDIVIDUALLY PACKED

W.L.W. MANUFACTURING CO.
233 N. California Ave., Chicago 12, Ill.

CONTACT YOUR JOBBER OR WRITE



DICKSON DOOR MATS

The New-Quality Door Mat

ASK YOUR JOBBER TODAY!

STYLED FOR BEAUTY • GUARANTEED FOR SERVICE

Distributed exclusively through your jobber

Made exclusively for
AMERICAN IMPORT CO., San Francisco, California

MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA







88,000,000 POTENTIAL USERS WANT THE NEW #61

"FINGER GRIP" ^{ADJUSTABLE} HOLDER

FOR "PARKING" THINGS WHERE THEY WANT THEM!



Display 'em . . . you'll sell 'em

LIST PRICE
\$6.00 per doz.

See your Jobber or write.

ARTHUR I. PLATT CO.
Fairfield, Conn.

Perfect for the Work Shop, Kitchen, Garage, Laboratory, etc.

adjustable spring steel clips on hard wood base, 15 inches long, 3/4 inches thick. Ready for hanging. "Silent Salesman" card on each.

HOW to get more people into *YOUR* store . . .



It's a proven fact! Heller fixture equipped stores attract more trade. Heller store fixtures possess more selling features than any other line of fixtures on the market today. You will be amazed at the greater sales producing possibilities of Heller fixtures, and you get more value per dollar invested.

Send size of store today for free plan. Ask for new manual No. 51A.

W.C. HELLER & CO. Montpelier, Ohio

The most beautiful line of Household Brushes Ever!

Kellogg
QUALITY *Brushes*

KELLOGG BRUSH MFG. CO., Westfield, Mass.



Portable Electric Drills
Electric Drill Kits
Portable Electric Saws
Portable Paint Sprayers
Portable Polishers & Sanders
Fractional H.P. Motors

See your jobber or write direct

PORTABLE ELECTRIC TOOLS, Inc.

332 West 83rd Street, Chicago 20, Ill.
In Canada: 369 Danforth Ave., Toronto 13

GENUINE ORIGINAL DOMES OF SILENCE

SELL ON SIGHT when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture For years the favorite with homeowners and furniture manufacturers.

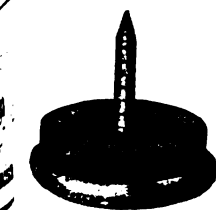
One Set in a box—12 boxes in carton

SIZES
1 1/4" 1 3/4" 2 1/4" 2 3/4" 3 1/4" 3 3/4" 4 1/4" 4 3/4"

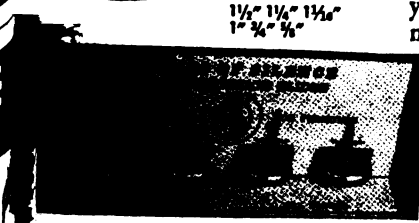


Ask your jobber or write

DOMES OF SILENCE, Division of
ROBERT E. MILLER & CO. INC.
35 PEARL STREET NEW YORK CITY



One set on a Card.
12 Cards in a box.
SIZES
1 1/4" 1 3/4" 2 1/4" 2 3/4" 3 1/4" 3 3/4" 4 1/4" 4 3/4"



Classified Advertising Rates

Help Wanted, Accounts Wanted Business Opportunities Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00
Each additional word..... .10

Positions Wanted

(Special Rate) set solid, maximum,
50 words..... \$2.00
Each additional word..... .05

Allow Seven Words for Keyed Address
or Your Address

*BOXED DISPLAY RATES \$8.00 Per Column Inch

Cuts or special borders not allowed.
*DISCOUNTS FOR BOXED DISPLAY ADS
5% discount for 4 or more insertions
No Agency Commission allowed on Classified
Advertising.

REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,
etc., will not be forwarded to box number
advertisers unless accompanied by sufficient
postage for remailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and replies to

HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

HELP WANTED: MIDDLE WEST HARD-
WARE JOBBER, experienced paint and glass
man as assistant to buyer, with opportunity of
taking over department. Reference. Address Box
R-80, care of HARDWARE AGE, 100 East 42nd St.,
New York 17, N. Y.

HARDWARE BUYER WANTED—The Abel
Corporation — of Columbus, Ohio — America's
largest distributor of auto supplies through lead-
ing Department Stores, is adding a Hardware
and Power Tool Division. We need an experi-
enced hardware man to set up and take charge
of this division in our central office. Man selected
must have initiative, promotional ability and re-
tail chain store hardware experience, in both
buying and selling. Wonderful opportunity for
right man to earn considerable money as this
division of our business grows. State experience,
age, general background and expected starting
salary. Reply to Box R-78, care of HARDWARE
AGE, 100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

SALES REPRESENTATIVES AGENTS AND NATIONAL SALES ORGANIZATION

wanted for revolutionary "GRASSHAVER" the
wonder garden tool—Tremendous Tested Sales
appeal—beautifully packaged—priced right—
highly profitable item.

LOW ENGINEERING CO. Lincoln Park, N. J.

SALESMAN EXPERIENCED IN STORE
PLANNING to sell Store Fixtures in Ohio, West
Virginia, Maryland, Virginia. Commission only
with opportunity to make \$20,000.00 or more a
year. We furnish the leads. Address Box R-58,
care of HARDWARE AGE, 100 East 42nd St., New
York 17, N. Y.

SALESMEN SELLING RETAIL DEALERS.
OPPORTUNITY TO JOIN SALES STAFF of
Established Hardware Wholesaler now reorganiz-
ing Sales Organization; Many Territories with
established clients still open; No objection to
nonconflicting sidelines. Write Box R-62, care
of HARDWARE AGE, 100 East 42nd St., New York
17, N. Y.

WANTED—SALESMEN

with following in Retail Hardware
Stores—Middle Atlantic States and New
England—to sell a top quality line of
Brooms, Brushes and Mops. Commission.
Can be handled as an added line.

Address Box R-88, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

Sales Representatives Wanted

SALESMAN EXPERIENCED IN STORE
PLANNING to sell Store Fixtures in New
Jersey, Pennsylvania. Commission only
opportunity to make \$35,000.00 or more a
year. We furnish the leads. Address Box R-57,
care of HARDWARE AGE, 100 East 42nd St., New
York 17, N. Y.

COMMISSION SALESMAN WITH ESTABLISHED
FOLLOWING among Retail and
Wholesale Hardware Buyers. Tools. Georgia
South Carolina. Established manufacturer. Ex-
clusive sales arrangement. Address Box R-56,
care of HARDWARE AGE, 100 East 42nd St., New
York 17, N. Y.

SALESMEN OR FACTORY REPRESENTATIVES
who have a good following with the
hardware or housewares jobbing trade. We have
a few territories open. Our line is nationally
known. We pay high commissions. Experienced
year round sellers. Protected territory to pro-
ducers. Write General Sales Manager, The
Products Company, North Madison 1, Ohio.

SPORTING GOODS SALESMEN, WITH
CAR. Popular priced line. Baseball—Football—
Boxing. We have excellent territories open for
retail and dept. store coverage. Can be carried
with non-conflicting side line. Must have follow-
ing, Sporting Goods experience helpful, but not
essential. Commission basis. Olympic Sporting
Goods Co., Inc., 598 Broadway, New York 17,
N. Y.

MANUFACTURERS REPRESENTATIVES
AND NATIONAL SALES ORGANIZATIONS
Look on page 72. Sales prove the Stickley
Drillsaw is the fastest moving new product on
the market today. There are still several excel-
lent territories open. But act now! Write for
Imports, 14404 Addison Street, Van Nuys, Cal-
ifornia. Also new lines coming!

Accounts Wanted

CHAIN STORE ITEMS
Sales Representative, New York, covering his
Syndicates, desires to contact manufacturers of
Hardware Specialties, or Housewares, suitable
for \$4 to \$1.00 Chain Stores. Have 20 years
experience, an extensive following, and can
market your products in volume. Quick action,
commission basis. Reply Box R-41, care of HAR-
WARE AGE, 100 East 42nd St., New York
17, N. Y.

Sales Representatives Wanted

WANTED FACTORY REPRESENTATIVE

with established territory, to sell Hickory,
Ash and Oak Tool Handles, with other allied
lines, on commission basis. Write us full
particulars of territories covered and all per-
tinent information.

E. F. DYER MFG. CO.
Box 209, Houston, Mississippi

SALESMEN WANTED

Calling on retail hardware trade to rep-
resent established distributor. Carrying full
line of paint and varnish brushes. Liberal
commission. All territories open.

Address Box R-75, care of HARDWARE AGE
100 East 42nd Street, New York 17, N. Y.

FIELD MEN WANTED BY LARGE MANUFACTURER

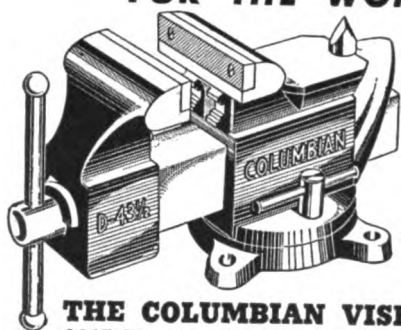
Prominent builders hardware manufacturer needs
more salesmen to augment present force in selling
wide, varied line. Splendid opportunity for perma-
nent connection. Applicants must have a minimum
of 10 years' experience in selling the hardware trade.
Please give all details of your qualifications in first
letter. Address Box R-84, care of Hardware Age,
100 East 42nd St., New York 17, N. Y.

MANUFACTURER'S REPRESENTATIVE
CALLING ON HARDWARE TRADE TO
SELL NEW KIND OF LOW COST FLOOR-
ING. This completely new material feels like
wood, looks like costly cork, wears like rock—and
goes on with a trowel! Has many advantages
over regular flooring material—is resilient, skid-
proof, flame and acid resistant, termite and rot
proof. Will not crack, chip or expand or contract.
Unlimited possibilities—for domestic and indus-
trial installations—as new floor or replacement.
Hundreds of satisfied users, including AAA1
corporations. Backed by national advertising and
direct mail. Exclusive territory still available.
Write for additional details and advise lines now
handled, territory covered, experience and refer-
ences. Write Roc-Wood Flooring, Inc., 2268
South Parkway, Chicago 16, Illinois.

PLUMBING SPECIALTIES - SALESMAN
WITH FOLLOWING for established New York
Firm. Sell to Hardware Stores and Plumbing
Contractors. Choice (protected) Territories Open.
Commission. Replies confidential. Address Box
R-76, care of HARDWARE AGE, 100 East 42nd St.,
New York 17, N. Y.

COLUMBIAN VISES

FOR THE WORKSHOP



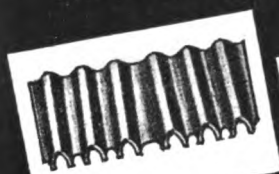
2 SIZES
3 1/2" & 4"

ORDER THROUGH
YOUR JOBBER

THE COLUMBIAN VISE & MFG. CO.
9017 Bessemer Avenue • Cleveland 4, Ohio

* ROYAL JOINT FASTENERS

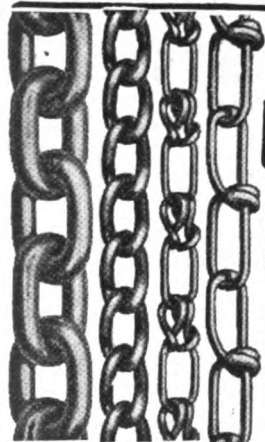
—PRE-SOLD VIA NATIONAL ADVERTISING!



42 WAYS TO PROFITS
IN-DEMAND SIZES!



SEE YOUR JOBBER — OR CONTACT —
INDEPENDENT METAL STRAP CO., INC.
ESTABLISHED 1907 • 232 THIRD ST., BROOKLYN 15, N. Y.



IT'S GOOD BUSINESS

TO SELL

CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.
Cleveland 5, Ohio

CHAIN FOR EVERY NEED

Auger bits
for every
purpose

Midway Auger Bits
"preferred by all
who want the best!"



Auger bits for
electric drills
4/16" to 12/16"

Standard auger bits
17 sizes (4/16" to 24/16")



Midway

THE MIDWAY TOOL CO., INC.

Sales Office and Factory
Melvin, Ohio

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WORLD FAMOUS

WINCHESTER
TRADE-MARK
SHOTGUNS

A COMPLETE LINE

CASTER

SUPER-CASTER

Pat. D146625. Other Pats. Pending. Right is reserved, without

HURD LOCK AND MANUF

New Center Bu

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HURD LOCK AND MANUFACTURING COMPANY
New Center Building • Detroit 2, Michigan

HURD



DURO
Nationally Advertised
POWER TOOLS

SUPERIOR BRUSH

"Sales" appeal

Boxed & Carded
• popular-priced •
for LACQUERING,
VARNISHING
ENAMELING
MARKING and
TOUCH-UP

Order From Your Jobber

Write for folder

M. GRUMBACHER, INC.
460 West 34th St., New York 1, N. Y.

TOBER



Since 1912—the leading source of top quality

- BASEBALLS
- SOFTBALLS
- PLAYGROUND BALLS

Write for Catalog

Tober Baseball Mfg. Co., Inc.
MANCHESTER, CONNECTICUT

HERE ARE THE ITEMS YOU NEED PLENTY OF

Our national consumer advertising has resulted in unprecedented demand for the new My Buddy Alligator Tackle Box in Royalite and for the Falls City Air-Breather Minnow Buckets. **Order Now!**

NEW CATALOGS NOW READY

Manufacturing Division
STRATTON & TERSTEGGE CO., Inc.
P. O. Box 1659 Louisville, Kentucky

WANT FASTER SALES FROM FASTENERS?



Stock and sell our Complete Line of PHILLIPS SCREWS

Southington offers a complete line of Phillips Fasteners including the Phillips Recessed Head Self-Centering Wood Screws. Known for dependability, uniformity and wide size range, the Southington line is one of the country's most popular fastener lines.

Contact The Jobber Nearest You.

THE SOUTHINGTON HDWE. MFG. CO.
Since 1867 Southington



LISTO

The Marking Pencil that WRITES ON EVERYTHING!

LISTO's big, thick leads make clear, easily read prices on everything in your store. Writes on glass, metal, plastic, paper, cellophane—or any other surface! You'll find merchandise moves faster—that you get your full price and profit on every item in your store. LISTO pricing saves clerks' and customers' time. Cuts out losses from costly errors at time of sale. LISTOS are quick and easy to use. No broken leads—no sharpening needed—no wasted stubs. America's great Marking Pencil value!

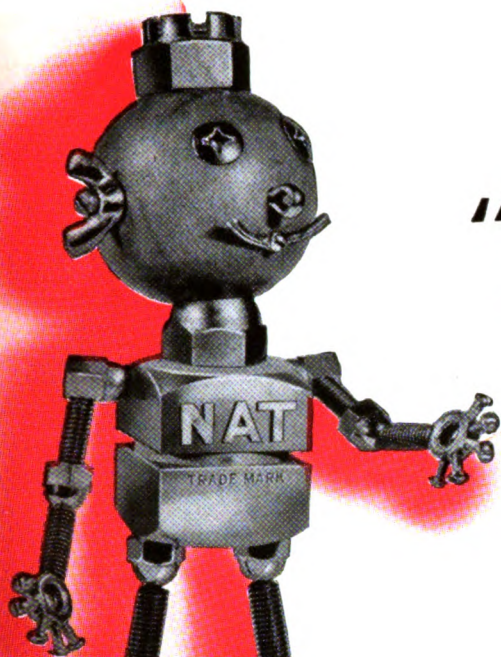
EXTRA HEAVY LEADS THAT DON'T BREAK IN 6 COLORS
RED YELLOW GREEN BLUE BROWN BLACK
Solid colors to the box

Only LISTO has the patented "GRIP TYPE SLEEVE" This tapered metal sleeve grips the entire length of lead. Prevents breakage and the leads do not fall out! Change leads instantly. Quickest, easiest-to-use marking pencil in the world!

An EXTRA sleeve in every box of leads!

Ask your jobber, stationer or paper supplier for LISTO!

LISTO PENCIL CORPORATION, ALAMEDA, CALIFORNIA
IN CANADA: LISTO PRODUCTS, LTD., VANCOUVER, B.C.



"IF I WERE IN YOUR SHOES"

... I told the Boss

... I'd get out a booklet telling our distributors and dealers all about this National Hardware Packing Plan.

I'd tell 'em how it provides small cases of various kinds of bolts and screws which can be reshipped without additional packing.

I'd tell 'em how those strong corrugated containers—averaging 25 to 30 pounds each—make receiving, handling, order assembling and reshipping a lot simpler and faster. I'd tell 'em ...

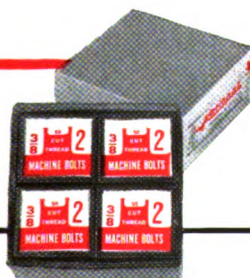
"Nat", interrupted the boss, "that's a wonderful idea. In fact it's so good we got out a booklet like that just a few months ago. Know anybody that wants a copy?"

Well, that sort of stopped me—but not for long. "I'll go find out", says I, backing out the door.

The only reason I mention this is—thought maybe *you* would like a copy. The booklet is pretty good, even if somebody did beat me to the punch.

NATIONAL HARDWARE PACKING

... is available on Carriage, Machine and Lag Bolts and Cap Screws. Booklet gives complete, detailed information on plan; types and sizes to which it applies.



National Products Include: **CHESTER HOISTS • HODELL CHAIN**

THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
3423 South Garfield Ave., Los Angeles 22, Cal.



**SENSATIONAL profit-maker last year...
STRONGER THAN EVER for '50!**

NOW

IT MAKES:

Fancy Cookies

plus

Cream Puffs

Eclairs

Lady Fingers

and

Meringue Shells

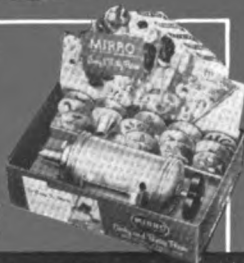
Retail **\$2⁹⁵**

[West, \$3.25]

new
MIRRO
THE FINEST ALUMINUM
Cooky and Pastry
Press



**DISPLAY IT
IN THIS
SELF-
SELLING
PACKAGE**



● Look at your sales records on last year's MIRRO Cooky Press. It was a profit leader for every dealer who had it. This year, the new MIRRO Cooky and Pastry Press gives you everything you had last year, *plus*... NEW forming plates for cookies... NEW forming and filling tips for fancy pastries... NEW non-slip cloverleaf grip... NEW direction and recipe book... NEW "stopper" display package.

We're helping, again, with hard-hitting, full-page, 4-color national advertising. Your job is to stock and display. If your customers can SEE the new press, they'll BUY...and you'll PROFIT!

Buy from your MIRRO Jobber!

ALUMINUM GOODS MANUFACTURING COMPANY

FIFTH AVENUE BLDG., NEW YORK 10

WORLD'S LARGEST MANUFACTURER OF ALUMINUM COOKING UTENSILS

• **MANITOWOC, WISCONSIN**

MERCHANDISE MART, CHICAGO 54